SID CAESAR • BOB & RAY

MAD

IND

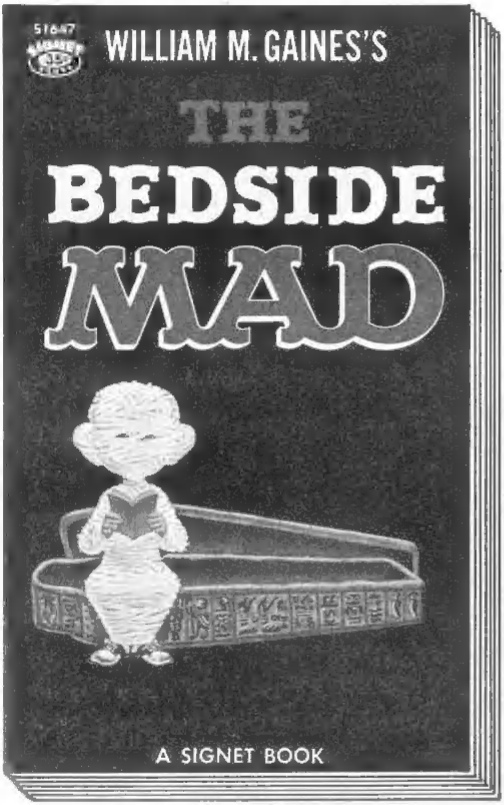
Our Price 25c CHEAP

No. 47

June '59

THEY SAID IT SHOULDN'T BE DONE!

...BUT HERE IT IS!



OUR ANSWER FOR GETTING TO SLEEP AT NIGHT!

THE LATEST MAD POCKET-SIZE BOOK

THE BEDSIDE MAD

Yes, this sixth collection of humor, parody, satire and unintelligible gibberish joins "The MAD Reader", "MAD Strikes Back", "Inside MAD", "Utterly MAD" and "The Brothers MAD" in our insidious campaign to split your sides and rot your mind! THE BEDSIDE MAD is specifically designed to end that tossing and turning at night, worrying about bills, health and happiness! Mainly, when you buy it, we get your *money*, and we won't have to toss and turn at night, worrying about bills, health and happiness *anymore!* Yes, THE BEDSIDE MAD is *our* answer for getting to sleep at night! As for you, after you finish reading it, you can always try a sleeping pill!

ON SALE SOON AT YOUR FAVORITE NEWSSTAND

OR YOURS BY MAIL FOR 40¢
The complete collection . . . ALL SIX . . . for $2.00

use coupon or duplicate

MAD
POCKET DEPARTMENT
225 Lafayette Street
New York 12, New York

☐ I enclose 40¢ for THE BEDSIDE MAD

☐ I enclose $2.00 for THE COMPLETE COLLECTION

NAME _____

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NUMBER 47 JUNE 1959

MAD

"The big guns in business are the guys who haven't as yet been fired!"
—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
ART DIRECTOR: John Putnam **IDEAS:** Jerry De Fuccio **PRODUCTION:** Leonard Brenner
CONTRIBUTING ARTISTS: Wallace Wood Bob Clarke Don Martin Mort Drucker Frank Kelly Freas George Woodbridge David Berg Joe Orlando
CONTRIBUTING WRITERS: Sid Caesar Bob and Ray Frank Jacobs Al Jaffee Sy Reit Gary Belkin Vic Cowan Alfred E. Neuman
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli **LAW SUITS:** Martin Scheiman, Esq.
A-YEAR-AND-A-HALF-TO-GO: Pvt. Nick Megliola
GETTING-READY-TO-GO: Ronnie Nullet, USN

Well, gang! Spring is here again, and you know what they say about *that!* Spring is the time of year when a young man's fancy lightly turns to thoughts of love! So how come you're reading *this* junk, when you should be out chasing *girls?* Anyway, you'll get plenty of laughs out of this issue of MAD, especially from them girls who see you reading it! So why not take your copy out into the fields where green shoots are just beginning to poke through the thawing earth, and buds are starting to burst, and nobody's around to see you making a fool of yourself!—ALF.

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BOB AND RAY DEPARTMENT
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BRAINS AND VON BRAUN DEPARTMENT
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**Various Places Around The Magazine

MAD — June 1959, Volume 1, Number 47, is published monthly except February, May, August and November, by E.C. Publications, Inc. at 225 Lafayette Street, New York 12, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Entire contents copyright 1959 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all **MAD** fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

COMBINED TELEVISION SHOWS 4

By combining two popular TV shows, they'd double the audience, double the Trendex, and mainly make each twice as nauseating.

LITTLE LEAGUE 16

MAD predicts that this "Junior Edition" of our great American game will help kill off Big League Baseball faster than TV.

CREDIT CARDS 20

With today's Credit Cards, you can say "Charge it!" to everything except that statement the Credit Card Companies send monthly.

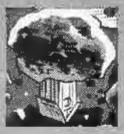
SID CAESAR 24

Sid Caesar, whose shows make television - viewing respectable, tries to do the same for **MAD** . . . but a miracle-worker he ain't!

JACK AND JILL 28

This article, which shows how other magazines would treat the same story in their own styles, is in **MAD**'s own style: idiotic!

THE GREATEST MISSILE 35



MAD scoops the magazines of the nation by presenting this first report of the greatest missile ever built. So look out below!

MOVIE POSTERS 37

It can't seem to make the movies better than ever, so now Hollywood's trying to make the posters that sell 'em better than ever.

FIRST AID HANDBOOK 43

Learn what to do when you get sick by reading this manual. Since that's what you'll be when you finish, watch the Doctor you call.

DRESS RIGHT

...AT WORK ...AT PLAY OR GOING AWAY...

IN A MAD STRAIGHT JACKET

MAD's genuine simulated straight jacket looks exactly like the real thing, but has the added advantage that you can get your hands loose to fight them off when they come to take you away. Doubles as a beach, autograph, or lounging jacket. Has two deep outside pockets roomy enough to carry your lunch, including thermos or beer bottles. Criss-crossed pockets also cradle arms so you can use them as slings if you break both your collar bones. Printed on back in four permanent colors. Phony belt secured by genuine padlock, which you'll love till you sit in a hard-backed chair. Made for Small, Medium, and Large lunatics. $4.95

MAD STRAIGHT JACKETS
225 Lafayette Street
New York City 12, N.Y.

I want to "Dress Right", but I am ordering my MAD Straight Jacket(s) anyway! I've enclosed $4.95 each, indicating my size(s)—S, M, or L.

NAME _____

ADDRESS _____

CITY _____ ZONE _____

STATE _____

NO. OF JACKETS AT $4.95 each _____

SIZE(S) _____ (S, M, OR L)

LETTERS DEPT.

ALFRED'S GIRL FRIEND

How are the chances of getting rid of Alfred E. Neuman's new girlfriend? The only reason I buy MAD is because I'm in love with Alfie, and if I can't go on dreaming... well, what's the use?

Nancy Rice
Memphis, Tenn.

You guys are slipping! On the cover of your March issue, you show Alfred and his girlfriend, what's-her-name, encircled by a heart. That was okay, but... don't you think it would have been hilarious had you placed the lipstick mark on his *girlfriend's* cheek, and left Alfred's cheek clean? Just a suggestion from an ardent fan. I truly enjoyed the rest of the issue.

Peggy O'Neill
Marymount College
Tarrytown-on-Hudson, N. Y.

Funnier Gag?

Alf's girlfriend seems to be showing up more and more often in each issue. So what's her name?

Edward Lacombe
Troy, N. Y.

We still haven't found out her name! Maybe you readers have some suggestions.—Ed.

GOOD FOR SOMETHING

Contrary to popular opinion, Alfred E. Neuman is actually good for something. I used his smiling countenance as a device in a campaign for Vice-President of Sterling Junior High... and in spite of it, I was elected. Bravo for Al! Enclosed is a picture of me holding one of the successful posters. In gratitude...

Pam Blandin
Sterling, Colo.

Bravo for you, Pam... and you're under arrest!—Ed.

AFRICA SPEAKS

Two years ago I discovered MAD and started to read it. My friends all thought I was crazy. Then they found my copies and started to read it, too. Now they're just as crazy! All joking aside, though, congratulations on a wonderful magazine with a continually high standard of material. Never yet have I found one dull article in MAD, even though the satire sometimes escapes me, not being clued up on all the American subjects you attack. Fortunately, this is seldom. Keep up the excellent work.

John Seeliger
Alpha Motion Picture Studios
Johannesburg, South Africa

HERE'S A CLEVER MOTHER'S DAY GIFT

"MAD FOR KEEPS" makes a clever Mother's Day gift, mainly because once she thumbs through this hard-cover de-luxe anthology of the best from MAD (containing 128 pages of riotous material (many in vivid color) that originally appeared in the magazine through 1956 and is unavailable in any other form), she'll throw it away! And then it'll be **all yours!** So send $2.98 to...

MAD ANTHOLOGY DEPARTMENT
225 LAFAYETTE STREET, NEW YORK 12, NEW YORK

MISSING VARIETY

Ats-a funny magazoon you gott-a there! You show all-a our products in the MAMA MIA Canned Food Line except-a one . . . our best-a-selling item:

LABEL

that tells you this can contains Spaghetti, Meatballs, and Tomato Sauce

Mrs. Selma Mia
MAMA MIA Food Products
Jersey City, N. J.

BRAVE . . . OR BATTY?

You brave souls at "MAD"! To think that finally there's a magazine that has the guts to ridicule that most sacred of Sacred American Cows—*Advertising!* You must either be terribly fearless, or just plain "MAD"!

Mrs. Charles Hanson
Wittier, Calif.

Actually, we're just plain stupid!—Ed.

OLD LINE ADMIRAL

Your "Editorial Cartoons" drawn by comic strip artists was great, but as a Navy Man, I want to point out the inaccuracy of the uniform worn by the "Old Line Admiral". Who ever heard of an Admiral with *seven stripes* on his sleeve?

George Walters, Ens. USN
FPO, San Francisco, Calif.

Too Many Stripes?

Those weren't stripes to show rank, George! Our Admiral's sleeves are rolled up, and he's wearing striped pajamas underneath! —Ed.

SPACE MEDICINE

I've been reading that our scientists are concerned that men in rockets to outer space might crack because of the isolation and stillness. May I suggest that these space pioneers read MAD before their trips. MAD's mind-rotting articles should prepare them for the very worst.

Pat Leveille
Wallingford, Conn.

And it'll give 'em a good reason to go!—Ed.

WINNING THEME DIDN'T WIN

Enclosed is a photograph of Theta Upsilon's Homecoming Decoration. We *thought* we had a clever winning theme, but evidently the Judges didn't agree! However, we are still avid fans of MAD.

Theta Upsilon (Tau Chapter)
University of New Hampshire
Durham, New Hampshire

INFERIAL AD

Ash th' driver of th' l'il car wit' th' Inferial inna back, I wanna protesht your inf'rince tha' I woun' up as a caysh. Tha' wash an' English train comin' a' us, an' sinsh it wash drivin' onna wrong shide of th' tracksh, it mished ush compleely!

Knucklehead
Boston, Mass.

MAD SPOILS THEIR BUSINESS

Your article on "Novice Drivers" has cost us a pile of dough! As you can see by our letterhead, we have been teaching people to drive for years. Now your no-good cheap magazine comes along and spoils all our business by teaching them for free.

Monty Levenson, V.P.
Washington Auto School
Brooklyn, N. Y.

PHOTO CAPTION

As soon as I finished your article on "Photos of Poetry in Motion", I took a picture of my mother which I titled: *"The regal and protective majesty of motherhood manifests itself as the female parent renders the MAD periodical into myriad strips, and consigns the pulp to the insatiable disposal unit."* I would've sent the photo along with my caption but there wasn't any film in the camera.

Len Marino
Westbury, L. I.

WHAT'S SO FUNNY?

I would like to know what was so funny about your "Body-Building and Weight-Lifting" article.

Charles Atlas
New York City

THERE'S HOPE FOR MAD

You will be pleased to know that we of Hope College's radio voice read MAD in it's entirety every month, and that we are constantly amazed at the keen humor we find on every page, as well as in and around the margins. Along with the staff of WTAS and myself, we have another avid fan of your magazine worth mentioning. He is a student who has recently come to this country from The Netherlands. He finds MAD absolutely a panic, and he never fails to comment that he marvels at the fact that Americans can poke fun at the very things which characterize us as Americans. Keep up the good work.

Jan Leestma
WTAS
Hope College
Holland, Michigan

ONE AND THE SAME?

On page 41 of your March issue, you show Lassie on the cover of "Gook". In the picture is a can of *Gaines' Dog Food.* It never occured to me before, but is the publisher of MAD and the manufacturer of the dog food one and the same *guy?*

Martin Friedman
Chicago, Ill.

No, he's one and the same *dog!*—Ed.

Please address all correspondence to:
MAD, Dept. 47, 225 Lafayette Street
New York City 12, N. Y.

START OFF EACH DAY WITH A SMILE!

Yes, start off each day with a smile thinking about how you fell for this ad which offers a full-color picture of Alfred E. Neuman for 25¢. Mail money to: Dept."What—Color?", % MAD, Room 706, 225 Lafayette St., N.Y.C. 12.

HERE'S A CHANCE TO SAVE MONEY!
(MAINLY, IGNORE THIS SUBSCRIPTION PITCH!)
GET NINE ISSUES FOR THE PRICE OF EIGHT!

MAD
SUBSCRIPTIONS
225 Lafayette St.
New York 12. N. Y.

I enclose $2.00. Enter my name as a subscriber, and send me the next nine issues of MAD Magazine. I'm aware that this saves 25¢ . . . and wastes $2.00!

NAME _____

ADDRESS _____

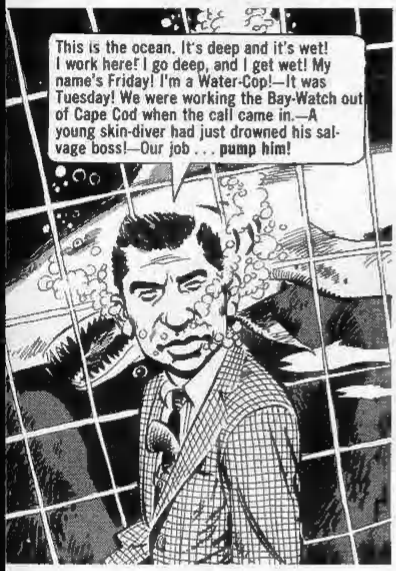
CITY _____ ZONE _____ STATE _____

DOUBLE JEOPARDY DEPT.

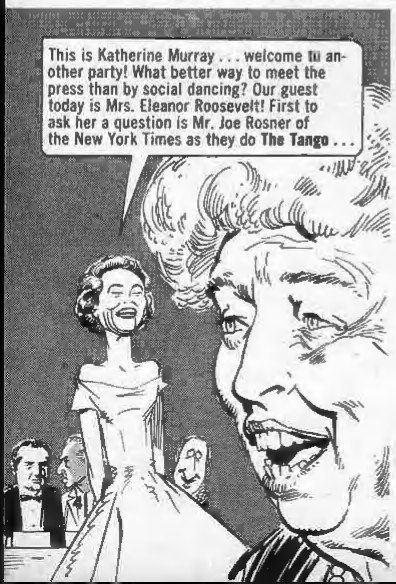
Week after week, we keep seeing the same television shows. After a while, this gets monotonous! What the networks should do is combine some of these shows! This would boost the ratings by doubling the viewing

COMBINED TELE

SEA HUNT with a DRAGNET



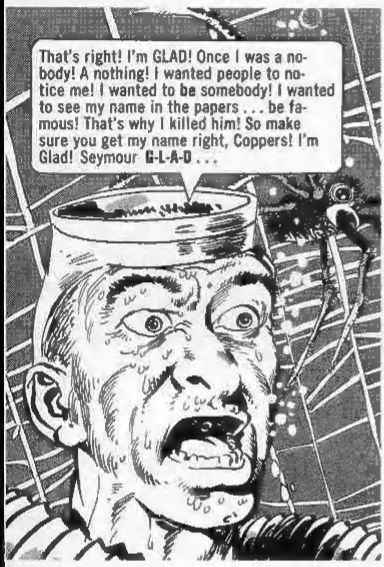
ARTHUR MURRAY'S MEET THE PRESS PARTY

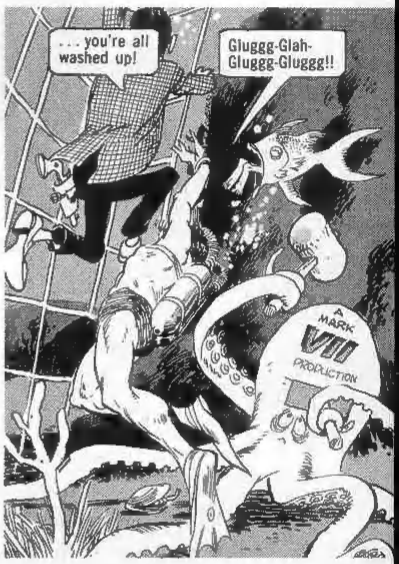


audience. This would also give each show a fresh new twist by presenting it in a different setting. But, mainly, this would give MAD an article (which after a while, gets monotonous) suggesting ideas for . . .

VISION SHOWS

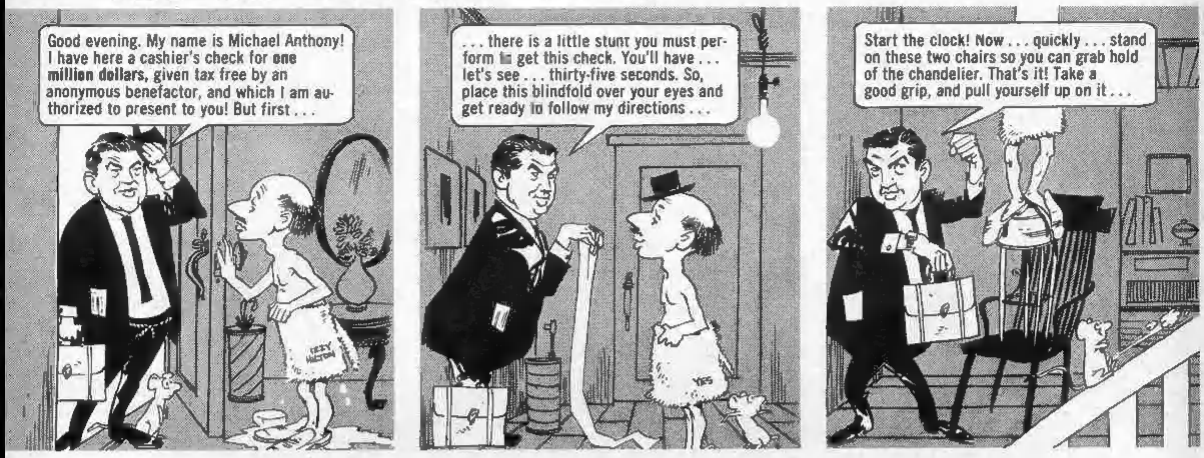
PICTURES BY MORT DRUCKER



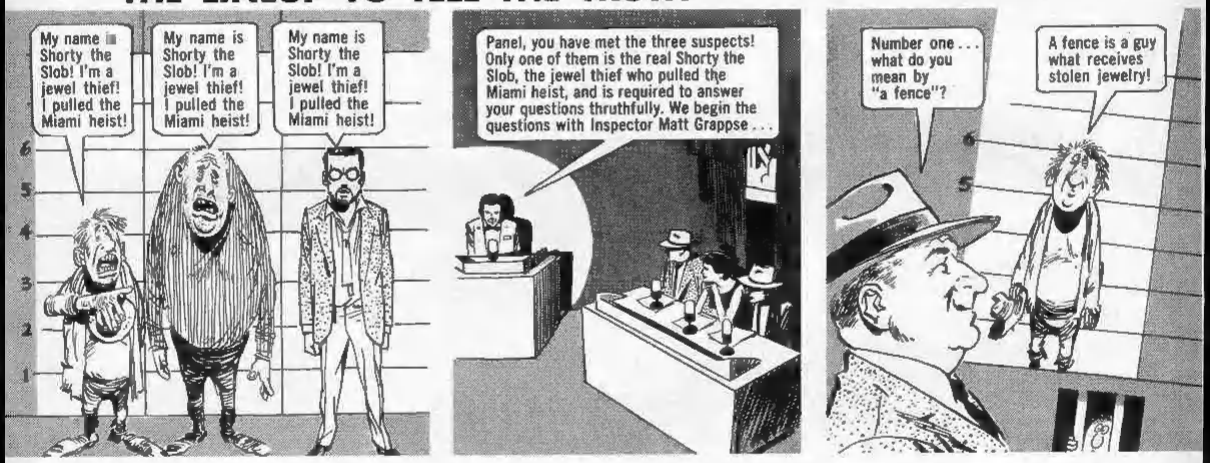


**GENTLEMEN PREFER BLONDES with THE SHAPE OF THINGS TO COME

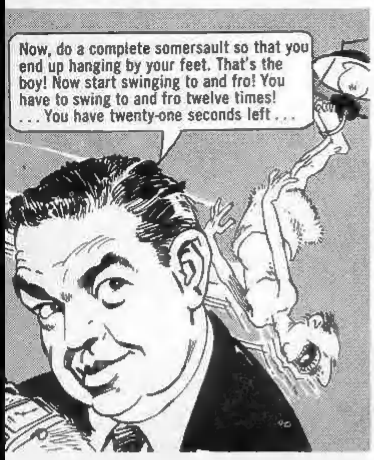
BEAT THE MILLIONAIRE'S CLOCK



THE LINEUP TO TELL THE TRUTH



I'VE GOT A SECRET NEWS REPORT

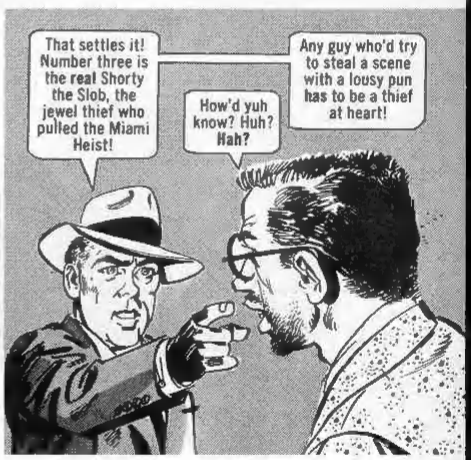

Now, do a complete somersault so that you end up hanging by your feet. That's the boy! Now start swinging to and fro! You have to swing to and fro twelve times! . . . You have twenty-one seconds left . . .

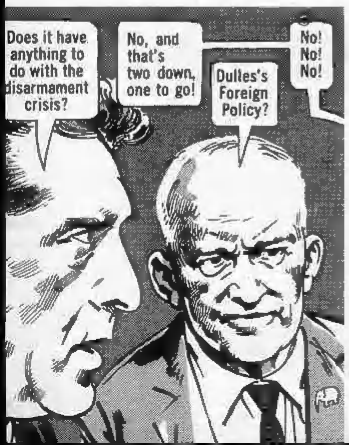
Atta boy! Keep it up! You're doing great! . . . three . . . four . . . keep going . . . six . . . seven . . . that's the idea . . . nine . . . ten . . . (8 seconds left!) . . . eleven . . . relax those shoulders, mister . . . **twelve!**

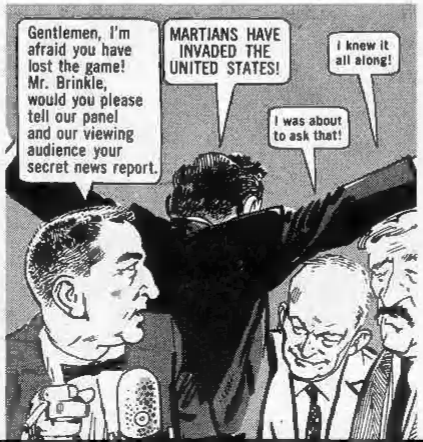
You did it! **You did it!** You beat the clock by **half-a-second!** The check is **yours!** I said the check . . . is . . . **ULP!** Oh well, it'll buy a lovely funeral . . .

Number two . . . what do you mean by "a fence"?
A fence? Dat's a wooden board which runs a-roun' a house!

Number three . . . what do you mean by "a fence"?
A fence is what you take when somebody asks you poisonal questions, or insults yuh!


That settles it! Number three is the **real** Shorty the Slob, the jewel thief who pulled the Miami Heist!
How'd yuh know? Huh? **Hah?**
Any guy who'd try to steal a scene with a lousy pun **has** to be a thief at heart!


Does it have anything to do with the disarmament crisis?
No, and that's two down, one to go!
Dulles's Foreign Policy?
No! No! No!


Gentlemen, I'm afraid you have lost the game! Mr. Brinkle, would you please tell our panel and our viewing audience your secret news report.
MARTIANS HAVE INVADED THE UNITED STATES!
I knew it all along!
I was about to ask that!

Thank you, Dave Brinkle! And now for our next correspondent . . .

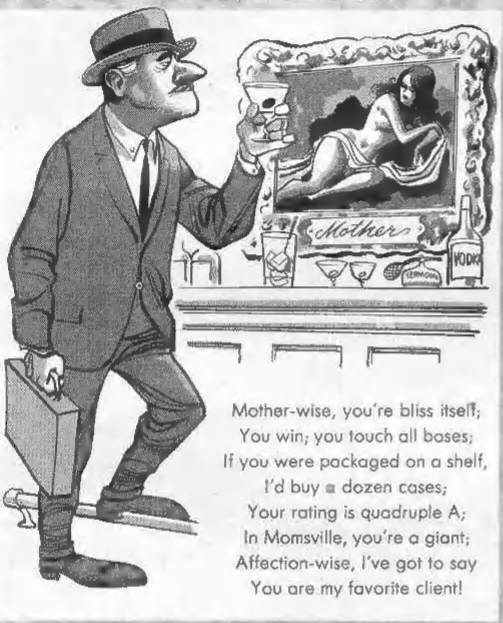
MOM'S THE WORD DEPT.

After seeing our Custom-Made Christmas Cards (MAD #44) and our Business Valentines (MAD #45), many readers were kind enough to write in suggesting that we do something for Mothers Day — mainly, leave it alone! And so, in answer to their requests, here is a random selection of . . .

Mothers Day

PICTURES BY BOB CLARKE

FROM AN ADVERTISING MAN



FROM A HISTORY BOOK WRITER

I send you love on Mothers Day; 1
We've been apart, it's sad to state; 2
I plan to come and see you soon; 3
Please meet the plane when I arrive. 4

1. The second Sunday of Each May
2. Since August, 1948
3. Expect me on the 5th of June
4. TWA, Flight 605

FROM AN OPTICIAN

OH MOTHER YOU ARE ON MY MIND WITH EVERY LENS I HAVE TO GRIND; EACH TIME I START TO FIT A FRAME, I THINK OF YOU; I SPEAK YOUR NAME: I HOPE YOUR DAY IS FILLED WITH PLENTY: IF YOU READ THIS, YOU'RE TWENTY-TWENTY!

Cards FROM SPECIAL PEOPLE

FROM A BRIDGE PLAYER

You are the ace of ♠ to me,
So, Mother, hear this ♥ -felt plea;
You never let me play with toys
Or join a teenage ♣ of boys;
You never let me be a scout;
The baseball ♦ , too, was out;
You taught me bridge, as if you knew
I'd end up with no friends but you!

FROM A CROSSWORD PUZZLE FAN

I'm sending you, Oh Mother mine,
This brief **epistle** *(greeting)*;
Your charm will never **flag** *(decline)*
Nor be **fugacious** *(fleeting)*;
I think that you are **dulcet** *(sweet)*;
Your smile is **fulgent** *(sunny)*;
But as for me, I'm **torpid** *(beat)*,
So please send **lucre** *(money)*!

FROM AN ASTROLOGER

I've checked the movements of the stars;
The sun is in Aquarius;
I've also found the planet Mars
Is crossing Sagittarius;

Your horoscope, I have to say,
Looks bad, the way I read it;
So best of luck, this Mothers Day;
It looks like you will need it!

FROM A PSYCHIATRIST

This Mothers Day, I ask you please,
Try not to feel depressed;
Control those manic tendencies,
Those surges of unrest;
Those outbursts of hostility,
Those tantrums that you throw;
Oh, Mother, you will always be
The greatest gal I know!

FROM A GANGSTER

Oh, Mother, I recall wit' joy
Jus' how you trained me as a boy;
Wuz you who taught me all I know,
Like robbin' banks and layin' low;
Wuz you who taught me forgery;
Wuz also you who squealed on me,
And sent me to the local pen,
Where now I'm servin' 5 to 10!

FROM A CAPE CANAVERAL SCIENTIST

The count-down has begun, oh Mom;
The firing time draws near;
The yelling through the intercom
Reminds me of you, Dear;
Remember how you'd scream and then
Predict how I would reach the height . . .
(4——3——2——1 . . . **Not again!!**)
. . . of failure? Mother, you were right!

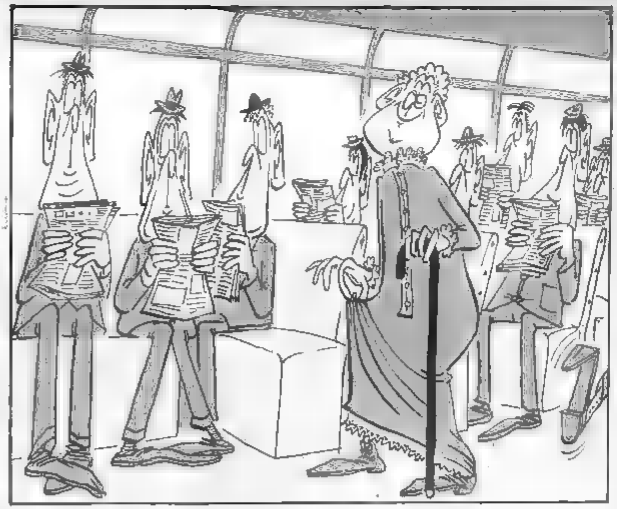
FROM A GREETING CARD WRITER

Dear Mom:
I hope you enjoy yourself
on Mother's Day.
your loving son,
Frank

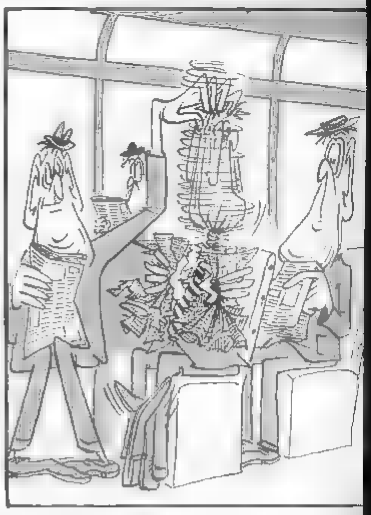
DON MARTIN DEPT. PART I

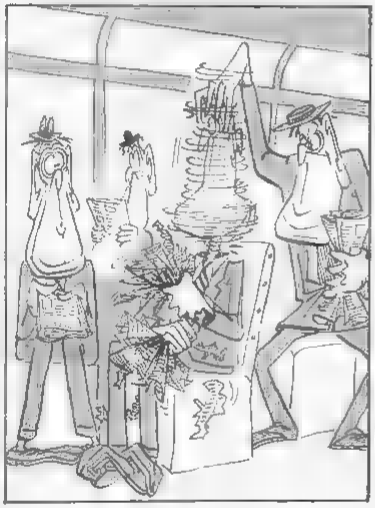
Some people are world travelers who gather memorable experiences from the far-flung corners of the world. Don Martin's traveling, however, has been limited. And so, therefore, has been his experiences. In fact, he's only had one memorable one in all of his travels:

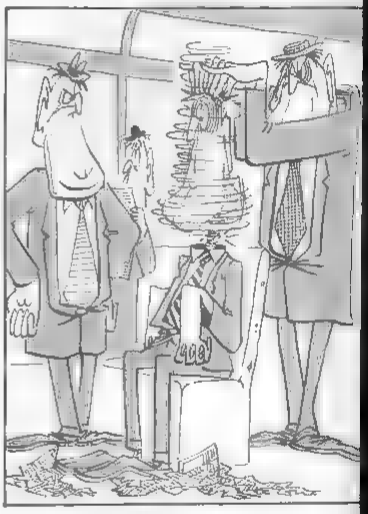
It Happened On The CROSSTOWN BUS



**"THE JOKER IS WILD and INDISCREET







STOP! That poor man is choking to death! Loosen his tie! QUICK!!

According to Psychologists, most of us clods prefer to follow the "herd instinct" — that is, we prefer to think, look and act alike — which makes us all CONFORMISTS!

Now and then, however, a few clods with imagination break away from the "herd" — and try hard to think, look and act different — which makes them all NON-CONFORMISTS!

Only nowadays, more and more clods are trying to be different, so there are more and more NON-CONFORMISTS! And all these NON-CONFORMISTS are so busy CONFORMING to not being CONFORMISTS, they all wind up CONFORMING to their NON-CONFORMISM!

All except for a small group of bravely idiotic MAD readers — to whom this article is dedicated — mainly because, in this article, we explain in nauseating detail . . .

HOW TO BE A MAD NON-CONFORMIST

PICTURES BY GEORGE WOODBRIDGE

ONLY MAD NON-CONFORMISTS ACHIEVE GENUINE ORIGINALITY AS

MUSIC

ORDINARY CONFORMISTS

. . . play insipid show scores, dismal pop tunes conducted by Jackie Gleason, sickening dance music by Guy Lombardo, rock n' roll hits by Ricky and Elvis, and occasional works of Gershwin and Tchaikovsky on complicated hi-fi sets.

ORDINARY NON-CONFORMISTS

. . . play obscure folk songs sung by obscure folk, dull chamber music played in dull chambers, Wagnerian operas in their entirety, Gregorian chants, and readings of minor Welsh poets on super-complicated stereo hi-fi sets.

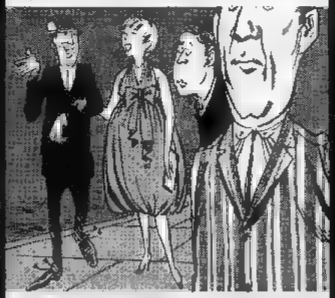
MAD NON-CONFORMISTS

. . . play bird calls, tap dancing and exercise lessons, transcriptions of Senate Committee hearings, Gallagher & Shean, The Singing Lady, and theme music from famous monster movies on easy-to-operate hand-wound victrolas.

CLOTHING

ORDINARY CONFORMISTS

. . . wear narrow-shouldered charcoal-grey Ivy League suits, button-down shirts with tight collars, silly caps, cramped Italian style shoes. Females wear Empire dresses and shoes with spike heels that constantly break off.



ORDINARY NON-CONFORMISTS

. . . wear sloppy-looking sweatshirts, grimy blue jeans, arch-crippling sandals, and scratchy beards. Among the females of this group, leotards are usually substituted for blue jeans, and the scratchy beards are optional.

MAD NON-CONFORMISTS

. . . wear smart-looking MAD straight jackets, glamorous opera capes, roomy knickers, comfortable Keds, and lightweight pith helmets which offer good protection in bad weather and provide storage space for day's lichee nuts.

MOVIES

ORDINARY CONFORMISTS

. . . go in for uninspired Technicolor musicals, stories with happy endings, migraine-provoking Cinemascope, and 6½-hour double features that destroy the eyes, ears, nose, throat and spine.

ORDINARY NON-CONFORMISTS

. . . patronize stuffy out-of-the-way movie houses that show "experimental" films, arty-type films, documentaries, and obscure foreign language pictures with the sub-titles in pidgin Swahili.

MAD NON-CONFORMISTS

. . . enjoy hand-cranked penny arcade machines which contain film classics like the Dempsey-Firpo fight, Sally Rand's Fan Dance, old Ben Turpin comedies, and Tom Mix pre-adult westerns.

**A TREE GROWS IN BROOKLYN with THE BAD SEED

DEMONSTRATED BY COMPARING THE HABITS OF ALL THREE GROUPS

READING

ORDINARY CONFORMISTS

. . . waste their time reading banal best-sellers, trashy whodunits, dull popular magazines, sensational daily newspapers, and commuter time-tables.

ORDINARY NON-CONFORMISTS

. . . go for childish science fiction novels and scientific magazines, arty paperbacks, boring literary journals, and anthologies of avant-garde poetry.

MAD NON-CONFORMISTS

. . . read The Roller Derby News, the pre-Civil War Congressional Record, old Tom Swift books, and back copies of Classified Telephone Directories.

PETS

ORDINARY CONFORMISTS

. . . raise parakeets, cocker spaniels, boxers, collies, turtles, snakes, cats, white mice, parrots and tropical fish.

ORDINARY NON-CONFORMISTS

. . . raise Russian wolfhounds, French poodles, Weimaraners, ocelots, minks, deodorized skunks and rhesus monkeys.

MAD NON-CONFORMISTS

. . . raise ant colonies, anteaters, falcons, leeches, octopii, anchovies, water buffaloes and performing fleas.

FOOD

ORDINARY CONFORMISTS

. . . prefer meals like on menu below.

SAM's
chop house

Tomato Juice
Celery and Olives
Vegetable Soup
Sirloin Steak
Green Peas and Carrots
French Fried Potatoes
Hearts of Lettuce Salad
Apple Pie a la Mode
Coffee

ORDINARY NON-CONFORMISTS

. . . prefer meals like on menu below.

KEROUAC'S
coffee shop

Snails
Sweetbreads
Vichyssoise
Beef Bourguignon
Wild Rice
Pommes de Terre Soufflés
Hearts of Artichoke Salad
Camembert Cheese
Caffé Espresso

MAD NON-CONFORMISTS

. . . prefer meals like on menu below.

Neuman's
way-out house

Hummingbird Tongues on Toast
Kippered Guppy
Purée of Electric Eel
Flamingo Under Glass
Creamed Crab Grass
Sweet Potato Chips
Hearts of Cactus Salad
Licorice Sherbert
Moxie

In the old days, whenever a bunch of kids wanted to play baseball, they would gather up some makeshift equipment, hurry on down to the nearest empty sandlot, choose up sides, and have themselves one heckuva good time.

LITTLE

TODAY, MEMBERS OF LOCAL COMMUNITIES THROUGHOUT

THE FATHERS

Fathers are going crazy over Little League because they were failures at baseball when they were young, and this is an opportunity to make a comeback through their kids.

THE MOTHERS

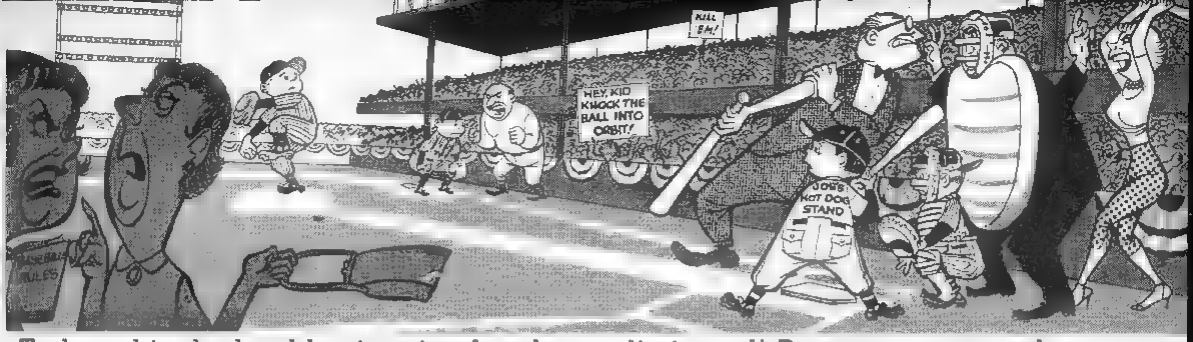
Mothers are going crazy over Little League, hoping maybe one of their men can be a successs, considering their husbands can't make a comeback from where they've never been!

UNFORTUNATELY, THOUGH, THE POOR KIDS THROUGHOUT

The poor Little Leaguer is constantly being pressured by his parents, who expect him to be the "star" of the team.

The poor Little Leaguer is constantly being pressured by the sponsor, who expects his team to be League Champions.

**A NIGHT TO REMEMBER and I'LL CRY TOMORROW



Today, this deplorable situation has been eliminated! Because concerned adults have stepped in, organized teams, supplied proper equipment, and now force the kids to play baseball whether they want to or not, in . . .

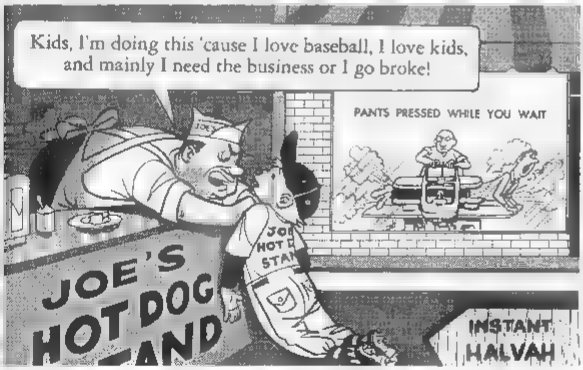
STORY AND PICTURES BY DAVID BERG

LEAGUE

THE NATION ARE GOING CRAZY OVER LITTLE LEAGUE!

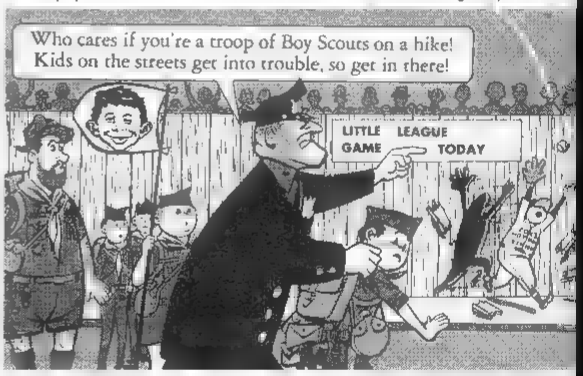
THE MERCHANTS

Merchants are going crazy over Little League because, by sponsoring a team, they can plaster their store name on kids' uniforms, making them unpaid walking commercials.



THE POLICEMEN

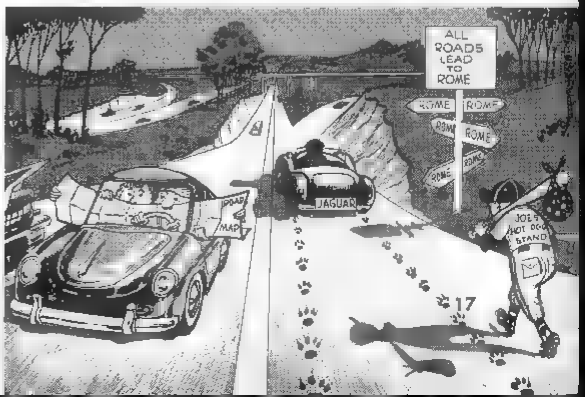
Policemen are going crazy over Little League because now they don't have to chase the kids from the sandlots. Now they just have to chase them *into* the Little League park.



THE NATION ARE GOING CRAZY *FROM* LITTLE LEAGUE!

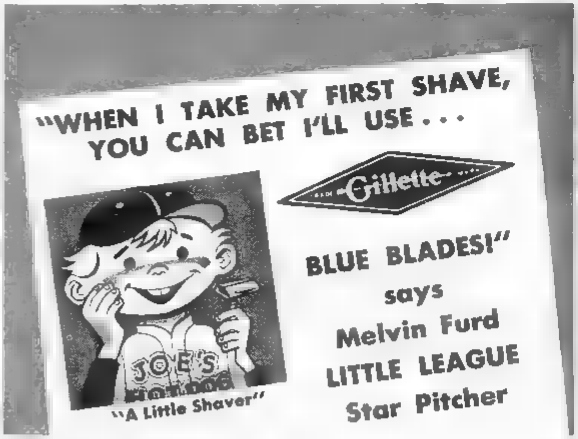
As a result, each week, as the game draws near, the poor Little Leaguer gets keyed up to an anxious fever pitch.

But, because he's not very good, and the game is close, the coach doesn't let him play. So the *kid* leaves town!



THE FUTURE OF

Little League will get so popular, they'll televise games.

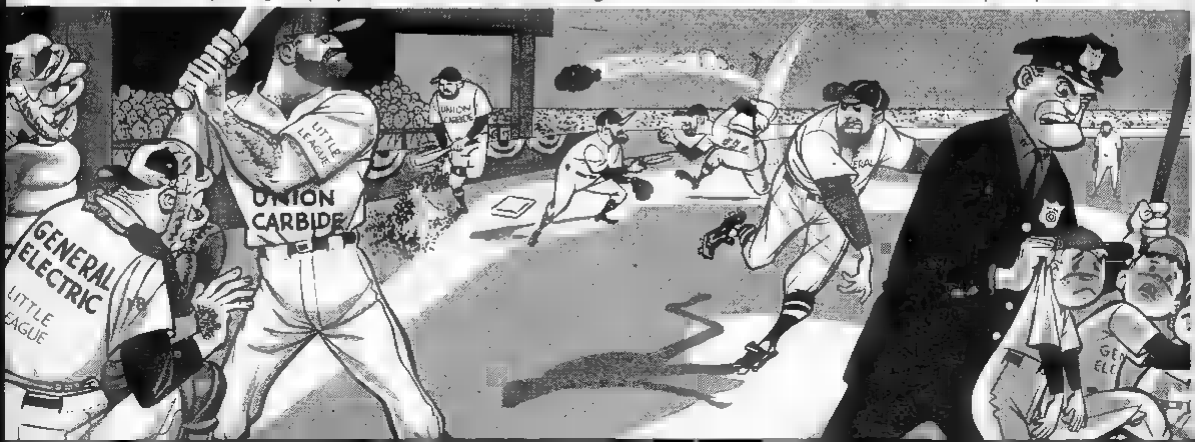


Little League "stars" will be forced to endorse products.

Baseball scouts will search the country for talented kids.

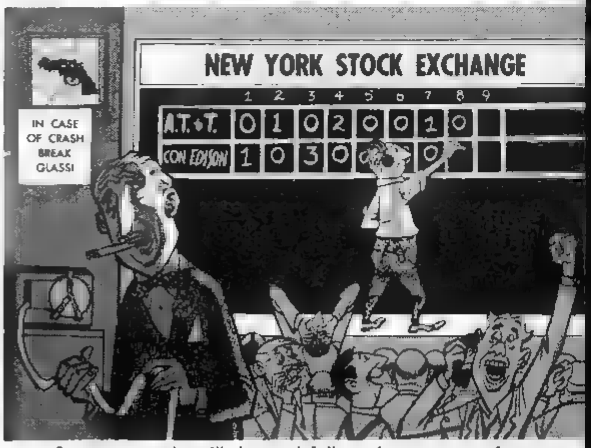
Gamblers will move in, bribing and corrupting the players.

Gradually, Big League players will infiltrate Little League Baseball until the little kids are finally all pushed out.

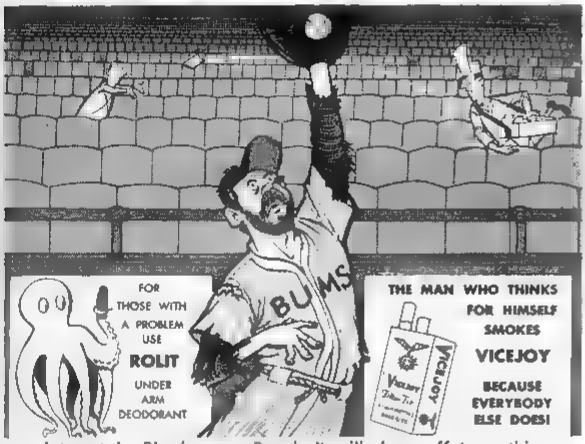


LITTLE LEAGUE

Large corporations, seeking publicity, will sponsor teams.



Sponsors stocks will rise and fall on the outcome of games.



Interest in Big League Baseball will drop off to nothing.

Out-of-work Big League players will lie about their ages.

And when kids want to play baseball, they'll go down to the nearest sandlot and have themselves one heckuva good time.

OLD FASHIONED successful business man flashes huge roll of bills in a vulgar ostentatious manner to impress people.

ALL CHARGED UP DEPT.

Today, more and more business men are using credit cards. A credit card shows that the holder has a charge account like the ones we're familiar with in department stores. Only the whole world is his department store, and things like theater tickets, meals, hotel rooms, gas, etc., are charged merely by flashing his credit card. Afterwards, a

THE BATTLE CREDIT

SOME OF THE RECENT SERVICES LINED UP BY CREDIT

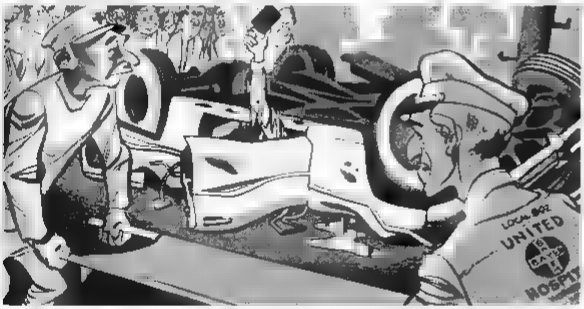
PICTURES BY BOB CLARKE

single bill is sent out for all these services. However, competition is having a profound effect upon the business. Each credit card company is trying to outdo the other by adding as many services as possible to its system. Here, then, are some of the wonders yet to come to the happy-go-lucky "spend now — pay later" credit card holders, in

OF THE CARDS

MODERN-DAY successful business man flashes huge roll of credit-cards in vulgar ostentatious manner to impress people.

CARD COMPANIES SO MEMBERS CAN SAY "CHARGE IT!"

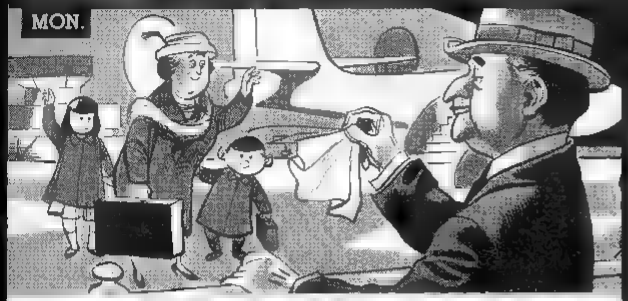
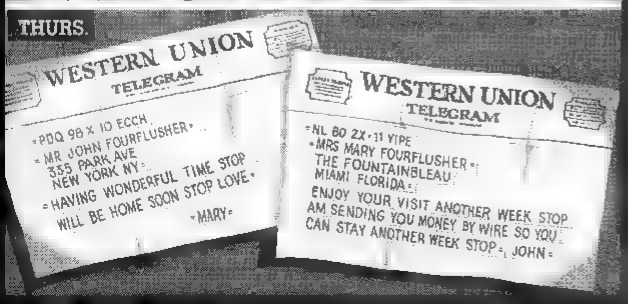


**HOW TO MARRY A MILLIONAIRE with FRIENDLY PERSUASION

CREDIT CARDS
PROVE BUSINESS EXPENSES FOR INCOME TAX DEDUCTIONS

One of the main reasons for the growth of the credit card craze is that the monthly statements can be used to prove legitimate "business expenses" for Income Tax deductions.

Let's look at the business expenses during a typical week in the life of a typical business man, and see how credit card statements can be used to prove legitimate expenses.

LEGITIMATE BUSINESS EXPENSES	CREDIT CARD STATEMENT	INCOME TAX DEDUCTIONS
MON. 	**CHISELERS' CLUB MONTHLY INVOICE** Credit Card #40673 Airline Tickets 1 Adult ..... $99.50 2 Children ..... $132.75 Theater Tickets ..... $7.70 Cab Fares $4.75	**ule J. —OTHER DEDUCTIONS** Itemize deductions with explanations of each — Amount of Deduction Business Travel Expenses: Airline Tickets for partner and salesmen: $232.25 Attended Business Show to
TUES.	Airline Tickets 1 Adult ..... $99.50 2 Children ..... $132.75 Theater Ticket ..... $7.70 Cab Fares ..... $4.75 Hotel Bill for 2 Honeymoon Suite ... $44.00 Room Service $103.00	for partner and salesmen: $232.25 Attended Business Show to see Latest Models: Admission: $7.70 $4.75 Entertained Clients:
WED.	Theater Ticket ..... $7.70 Cab Fares ..... $4.75 Hotel Bill for 2 Honeymoon Suite ... $44.00 Room Service ..... $103.00 Telegrams and W.U. Money Orders $150.00	Admission: $7.70 Travel: $4.75 Entertained Clients: Hotel Bill: $44.00 Room Service: $103.00 Business Telegrams and W.U. Money Orders: $150.00
THURS. 	Hotel Bill for 2 Honeymoon Suite ..... $44.00 Room Service ..... $103.00 Telegrams and W.U. Money Orders ..... $150.00 Mink Coat $2500.00	Clients: Hotel Bill: $44.00 Room Service: $103.00 Business Telegrams and W.U. Money Orders: $150.00 Gift to Business Client for Closing Big

LEGITIMATE BUSINESS EXPENSES	CREDIT CARD STATEMENT	INCOME TAX DEDUCTIONS	
FRI.	Telegrams and W.U. Money Orders	Business Telegrams and W.U. Money Orders:	$150.00
	Mink Coat $2500.00	Gift to Business Client for Closing Big Deal:	$2500.00
	Car Rental 4 Days $90.00	Business Car Rental:	$90.00
SAT.	Mink Coat $2500.00	Gift to Business Client for Closing big Deal:	$2500.00
	Car Rental 4 Days $90.00	Business Car Rental:	$90.00
	Divorce Litigation Legal Fees $3000.00 Court Costs $700.00	Business Litigation: Legal Fees: Court Costs:	$3000.00 $700.00
SUN.	Car Rental 4 Days $90.00	Business Car Rental:	$90.00
	Divorce Litigation Legal Fees $3000.00 Court Costs $700.00	Business Litigation: Legal Fees: Court Costs:	$3000.00 $700.00

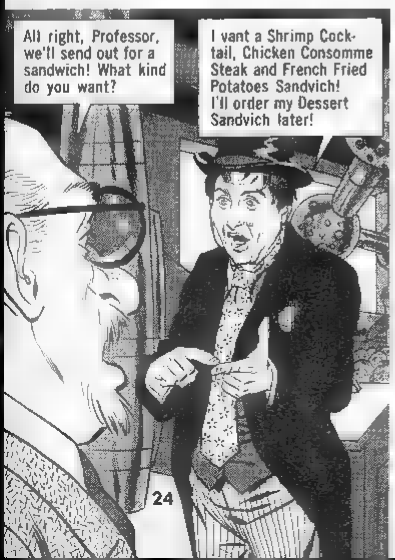
WHEN THE BUREAU OF INTERNAL REVENUE FINALLY CATCHES UP WITH THIS HORSING AROUND CREDIT CARD COMPANIES WILL BE READY TO OFFER MEMBERS THEIR FINEST ACHIEVEMENT.

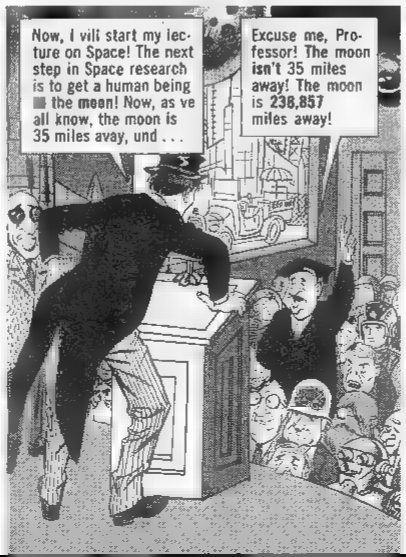
MR. SID CAESAR

SID CAESAR DEPT.

Sid Caesar's ten-year television career includes such memorable offerings as "Your Show of Shows", "Caesar's Hour", and "Sid Caesar Invites You." Last summer, Sid and his company appeared in a TV series for the British Broadcasting Company. And this season, Sid has been scoring in a series of critically-acclaimed high-Trendex "Chevy Specials", the first of which won the coveted Sylvania Award for "The Best Comedy-Variety Show" of the year 1958. Sid's well-known comedy characterizations include: *Progress Hornsby*—Jazz Musician, *Somerset Winterset*—Author and World Traveler, and *The Professor*—World's Greatest Authority on the Subject of Everything. And now, Sid Caesar, master satirist in pantomime and monologue, whose appearances make TV-viewing respectable, tries to do the same for MAD . . . as

**THE GREATEST SHOW ON EARTH—THE BIRTH OF A NATION

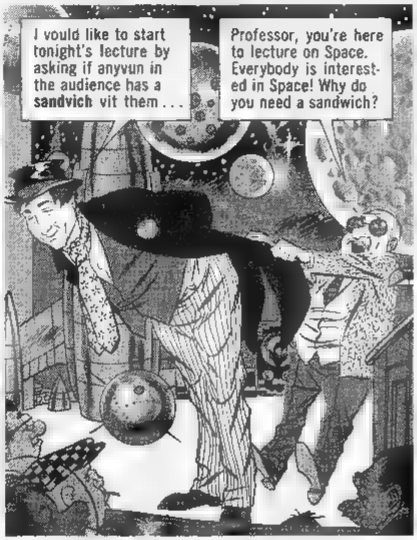




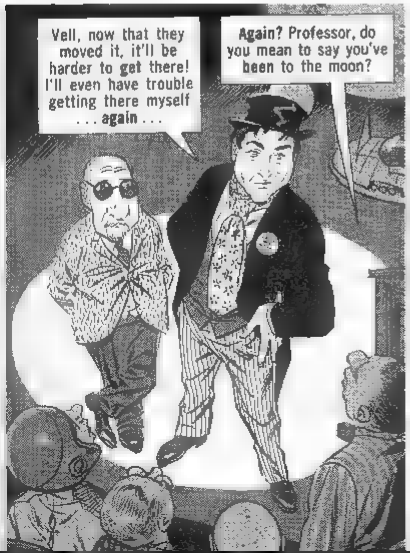
THE PROFESSOR LECTURES ON SPACE

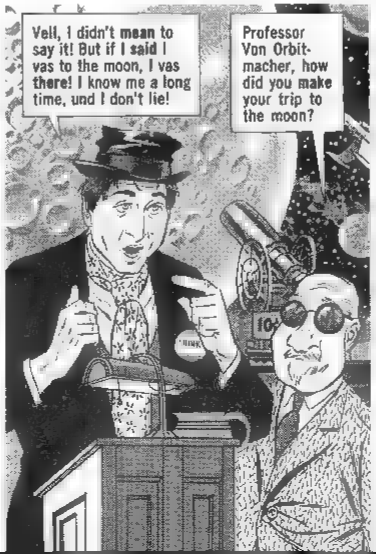
WRITTEN ESPECIALLY FOR MAD BY SID CAESAR

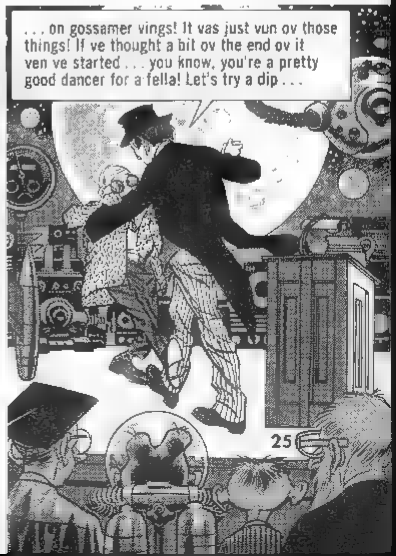
PICTURES BY WALLACE WOOD



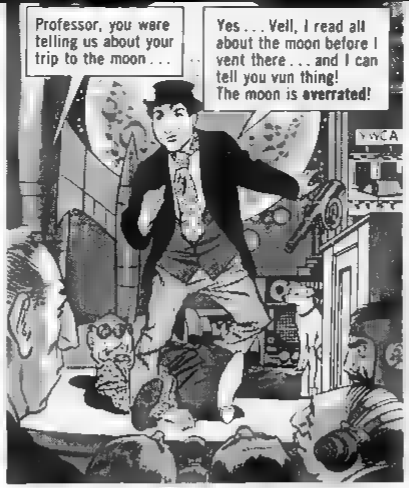
**ANGELS WITH DIRTY FACES—DON'T GO NEAR THE WATER



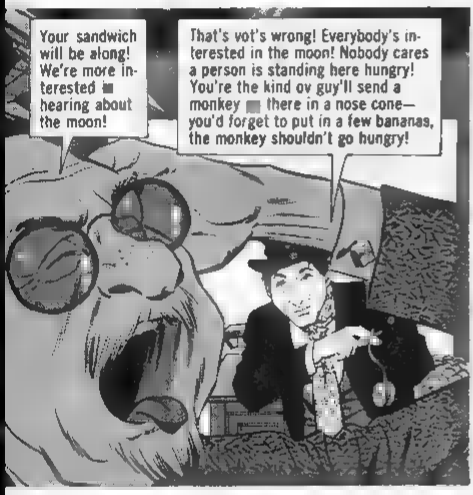


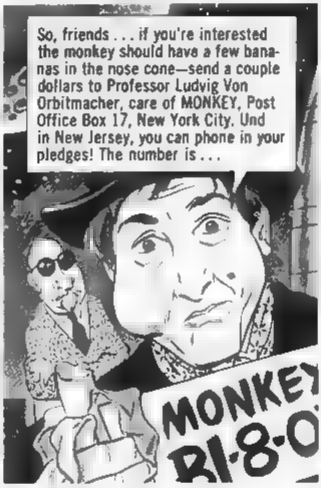


Professor! This is no time for dancing!
Vot's amatta, Charlie? Don't you like to get some fun outa life? Do a little fancy stepping? Better get your dancing in now! There's no Roseland on the moon, y'know!


Professor, you were telling us about your trip to the moon . . .
Yes . . . Vell, I read all about the moon before I vent there . . . and I can tell you vun thing! The moon is overrated!
YWCA

What do you mean by overrated?
Vot do I mean by overrated? By overrated, I mean . . . overrated! The reason the moon is so famous is it got a good Press Agent! Und I tell you something! Somebody's cashing in on all that publicity! I could name names . . .

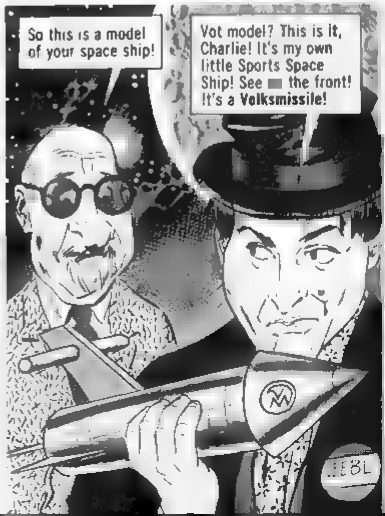

Your sandwich will be along! We're more interested in hearing about the moon!
That's vot's wrong! Everybody's interested in the moon! Nobody cares a person is standing here hungry! You're the kind ov guy'll send a monkey up there in a nose cone—you'd forget to put in a few bananas, the monkey shouldn't go hungry!

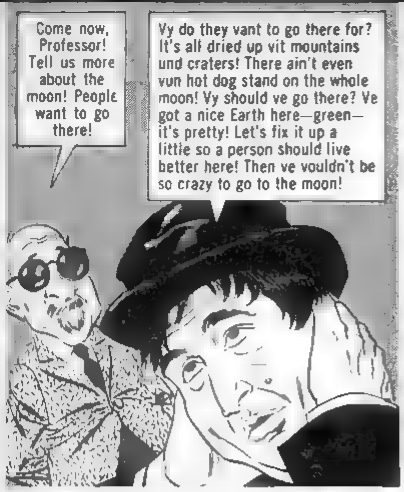

So, friends . . . if you're interested the monkey should have a few bananas in the nose cone—send a couple dollars to Professor Ludvig Von Orbitmacher, care of MONKEY, Post Office Box 17, New York City. Und in New Jersey, you can phone in your pledges! The number is . . .
MONKEY
RI-8-0

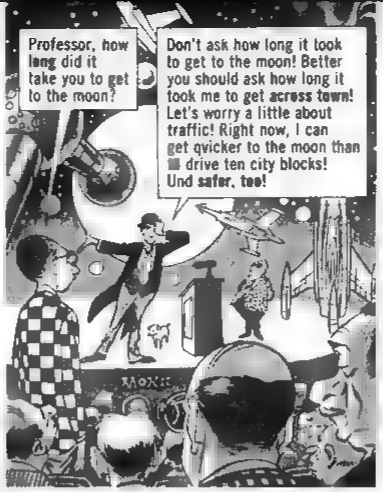
Professor, please! We'd like to hear what you think about our Missile Programs . . .
Our Missile Programs? How about vorrying about our Television Programs? That's more important! You seen some ov that stuff they put up them sets? Phew . . .
WNB

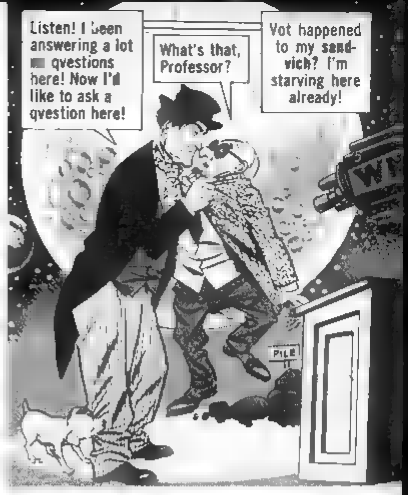
Professor, what documentation can you produce to substantiate your claim of a trip to the moon?
Vot kind ov a qvestion is that from a kid? Show a little respect for an old man! Next qvestion . . .
MARS
ALASKA
PARIS

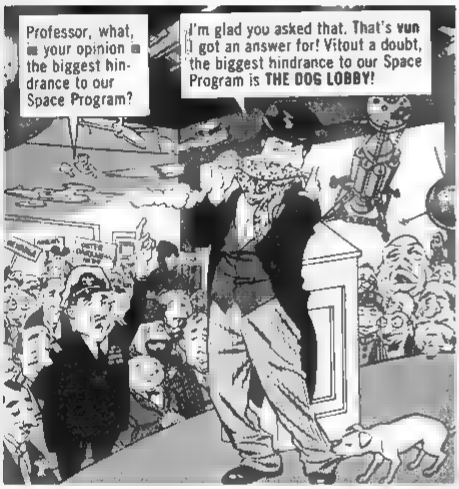
Professor, exactly how did you get to the moon?
ON THIS . . .


So this is a model of your space ship!
Vot model? This is it, Charlie! It's my own little Sports Space Ship! See up the front! It's a Volksmissile!









**SAILOR BEWARE—THE BEAST FROM 20,000 FATHOMS

ONCE MORE WITH FEELING DEPT.

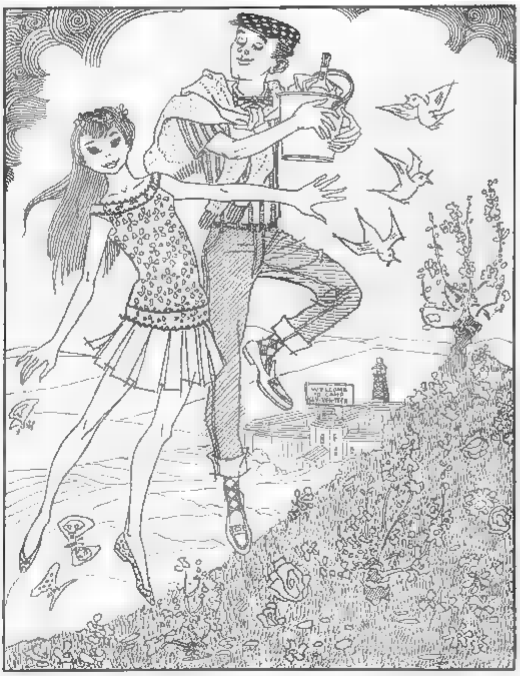
Jack and Jill
Went up the hill
To fetch a pail of water.
Jack fell down
And broke his crown,
And Jill came tumbling after.
— *Mother Goose*

We've noticed (while looking for ideas to swipe) how every successful magazine has its own distinct style. And it occurred to us how differently each of these magazines might treat the same story. Like, f'rinstance, take the story-poem "Jack and Jill" (and for MAD readers who are unfamiliar with this poem, we have reprinted it at the left): It has a boy and girl. It has romance. It has action, adventure, and even tragedy. It's a natural story for elaboration in different styles. Which brings us to this article, told in MAD's own distinct style (mainly, ridiculous!). So here then, readers, is . . .

JACK a

AS RETOLD BY VA

SEVENTEEN



"IT WAS MORE THAN A TEENAGE CRUSH . . ."

Old enough to go drinking in the mountains, but

Too Young To Go Steady

thirty-fourth prize, short story contest

ERNESTINE HEMINGWAY, AGE 17, DWIRP, KANSAS

last prize, art contest

DEENA STONE-MARTIN, AGE 17, MOXIE, VERMONT

Seventeen-year-old Jack had met seventeen-year-old Jill for the first time that summer at seventeen-year-old Camp Sev-Ven-Tee-N, and by the time the seventeenth of August rolled around, they were deliriously in love. Whenever they wanted to see each other, they'd meet behind Bunk 17, because Rule 17 made it a violation for campers of the opposite sex to fraternize. (Incidentally, Rule 18 made it a violation for campers of the *same* sex to fraternize!) But that didn't seem to bother Jack and Jill, because they were seventeen, and deliriously in love. And there were still seventeen days of the camping season left to be together.

They had planned the camping trip to the top of the mountain for weeks, and when the big day arrived, they'd sneaked off separately, and met 17 miles up the trail.

Now, with the bottle of seventeen-year-old scotch Jack had bought with his last $17, they skipped gleefully across the fields toward the mountain, humming selections from the latest Ferlin Husky album. There was a well ■ the top of the mountain where they could get cool water-chasers.

Little did they realize, as they started up the mountain trail, that the day would end in tragedy for them both, Jack with seventeen stitches in his head, and Jill *(continued on page 17)*

THE MAGAZINE THAT LIVES FOR YOU
MODERN ROMANCES
OFFICIAL DETECTIVE STORIES
Seventeen
TRUE
Confidential
Screen stories
BEST MOVIES OF THE MONTH IN STORY FORM

PICTURES BY JOE ORLANDO

nd JILL

RIOUS MAGAZINES

OFFICIAL DETECTIVE STORIES

DOUBLE DEATH FOR 2 ILLICIT LOVERS

Why, when these two young people had almost reached the heights of ecstasy, had brutal tragedy struck?

By Seymour Ghastly, Special Investigator for
OFFICIAL DETECTIVE STORIES

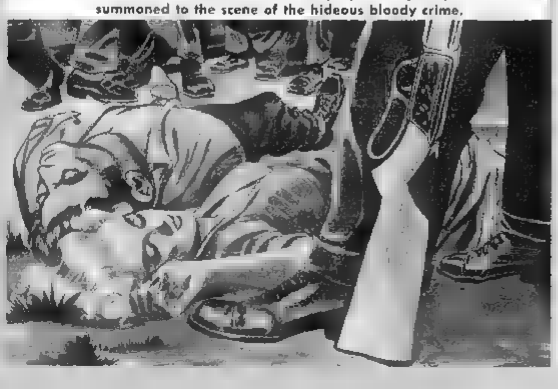
It was Thursday, August 12, 1938, on a hot night just outside Potrzebie, New Mexico. Jack Smith, an itinerant Professional Snooker player, and Jill Jones, his latest girl friend, were making their way slowly up a steep hill to a secluded spot where they could cool off beside a gurgling stream.

Suddenly, about half-way up, Jack felt his right foot slide out from under him. (Subsequent investigation revealed that he'd accidentally dropped his lucky eight-ball, and had tripped over it.) He spun crazily, feeling himself falling. He flailed wildly, reaching out for Jill, trying to stop himself. Instead, he dragged the helpless girl down with him.

Their broken, mangled bodies, battered beyond recognition, and covered with blood (there, we finally got to that word you all love), were found the next morning by 31-year-old Boy Scout, Fred Furd, who was wandering through the woods, trying to find his way back to Denver, Colorado.

At the Coroner's inquest, it was learned that Jack had a Police Record dating back to January, 1932 and had been a *(continued on pg. 59.)*

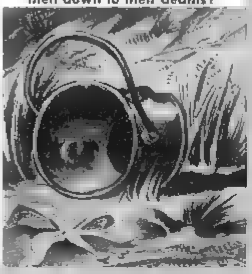
Sheriff Roy Sturdley and his deputy were quickly summoned to the scene of the hideous bloody crime.



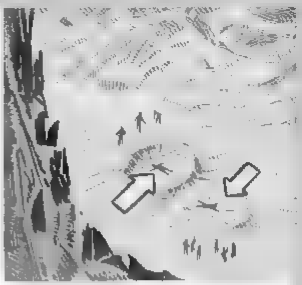
Boy Scout Freddy Furd got more excitement than he bargained for on that Saturday hike.

THE MYSTERY PAIL

What secret had the murder victims carried up the hill, then down to their deaths?



Lucky for Jack he had a hangnail!



Aerial photo of mountain peak shows valley spread out below (Arrow shows bodies spread out below)

THE LAST CLIMB

It took raw guts and nerves of steel to climb that mountain — but Jack did it anyway — thanks to Jill's raw guts and nerves of steel!

By WALTER J. MITTY TRUE'S Mountain Climbing Editor

The mountain meant many things to many men! But to Jack Smith, Soldier of Fortune, Adventurer, and Professional Coward, it meant only one thing. Another challenge! Could he do what no man had ever done before? Could he climb "The Hill?" Would he be crazy enough to try? The answer, as far as Jack was concerned, was "No!"

But the answer, as far as Jill was concerned, was "Yes!" Jill was Jack's trusted guide. It was Jill who had been responsible for all of Jack's triumphs, all of Jack's successes, all of Jack's fractures and cuts and scars and bleeding. It was Jill who egged him on.

Jack arose early the day of the climb, packed all of his equipment into his lucky pail, and started out. And there was Jill, right behind him, egging him on.

It was fairly easy going at first, but as they neared the top, it soon became slow and agonizing. One false move meant certain death. Many times, Jack wanted to turn back. But Jill kept egging him on heroically.

"I'll wait till she runs out of eggs! Then I'll turn back," thought Jack. But there was no chance of that. Jill always came well-supplied. And so, tortured by wind, pelted by dust, and splattered by eggs, Jack fought on.

Suddenly he screamed.

"Arrr-rrrrr-g-g-g-h-h-h-h

(Continued on page 99)

SCREEN STORIES

Two young people struggle to attain the heights of true love . . . only to fall flat on their faces . . . in . . .

SAM KATZMAN'S MIGHTIEST PRODUCTION!

JACK and JILL

starring
SAL MINESTRONE . . . as Jack
NATALIE WEIRD . . . as Jill
SESSUE HAYAKAWA as The Pail

Up . . . up . . . up into the night they climbed, pausing only for brief rest periods.

• "I will always love you," sighed Jill, as she wrapped the sardine and cream cheese sandwiches for the picnic outing she'd planned with Jack. • She watched him as he liberally sprinkled mustard over the sliced tomatoes — the strong masculine way that had won her heart.

"Me too!" he shrugged with virility. He could never find the words to tell her how much he adored her.

The walk up the hill was heavenly. Jill felt warm and secure in Jack's hairy arms. She also felt itchy, but it didn't matter. They talked about the future, about the little 4000-acre farm in Connecticut that Jack would buy when he graduated from Optometry School. They talked about how they'd settle down and raise horses and chickens and cows and Rock Cornish Hens. Nobody mentioned children.

But they were like children, as they skipped along, giggling and laughing. In fact, they were exactly like children, as they tripped over their clumsy feet.

They tripped over their feet like two children.

"Help!", giggled Jill, as she plunged headlong.

"Hoo-Hah!" laughed Jack, as he ripped open his shirt to bare his manly chest, and plunged after her. "I'll save you!"

They tumbled downward together, still giggling and laughing. And as they reached

(continued on back cover)

**THE IRON PETTICOAT with THE TATTERED DRESS

By

ABNER MUCKRAKER

JACK SMITH, THE PLAYBOY with the roving eye who was recently mixed up in a juicy scandal involving a giant, a beanstalk, and a goose (which laid a big egg), will never forget that wild night in Hollywood when he decided to do some "moonlight climbing" with a curvacious little starlet named Jill.

A Wild Night Ahead

The evening began with a stop at one of those famous Hollywood parties, and ended in a knock-down, drag-out, rough-and-tumble slug-fest.

The party had been going on for three days in a Sunset Strip hotel suite, and Jack had taken his blonde cutie there for a warm-up. Then he'd eased her away from the festivities and taken her for a drive . . . up into the Hollywood hills to a secluded spot he knew high above Mulholland Drive.

Using some flimsy excuse about getting water for his overheated Thunderbird, he coaxed Jill up the hill to the spot. All of a sudden

(Continued on page 33)

Jack promised me the stars — and that's what I ended up seeing! But I was too blind with love to listen when

MY MOTHER WARNED ME NOT TO GO UP WITH HIM!

I LOVED JACK WITH all my heart and soul and mushy stuff like that, and yet I know now that I should never have gone up that hill with him!

"Don't be a silly fool," he'd smiled. "We're only going up for water!" And he'd taken my hand in his.

I was young, and a silly fool, and I believed him. I'd closed my eyes, fighting reality, fighting my mother's warnings, fighting the cinder in my eye. And I'd gone. I'd gone with Jack. Sweet Jack. Debonair Jack. Jack, with his soft words and his flashing smile, and his snappy blue convertible pail.

It was like a dream. Just the two of us, climbing upward, arm in arm, the wind blowing our hair. I felt as though I was walking on air.

Imagine my surprise when I discovered I really was!

Suddenly, I was falling, and he was coming after me. I felt weak, helpless. Mother had told me there would be moments like this. Unfortunately, she'd neglected to tell me what to do when they occurred. The last thing I remember was Jack lunging at me, and ripping off my

(continued on page 118)

HERO TODAY, GONE TOMORROW DEPT.

It seems like every time we pick up a copy of our favorite newspaper (from the corner trash can) lately, we read that some sport, profession, or group of people has set up a new "Hall of Fame." It isn't enough that they've got Halls of Fame for baseball players, football players, and golfers. Now they've come up with a "Circus Hall of Fame," and even a "Farmers' Hall of Fame." If this keeps up, it won't be long before every glory seeking group in the country will be getting into the act, and then we'll be seeing these . . .

FUTURE AND SOME

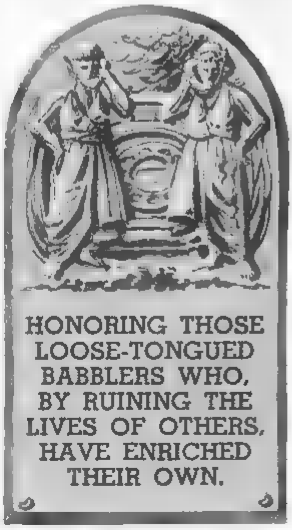
THE GARBAGE HALL OF FAME

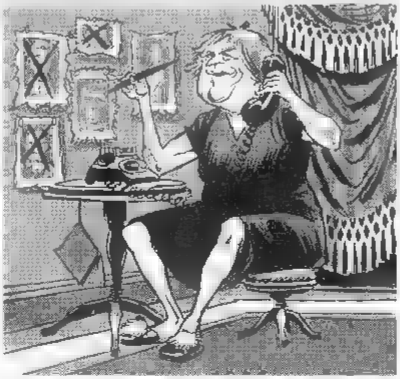
Member #27—Garbageman Nifty Shlopp, of Phoenix, Arizona, originator of the famous Schlopp "Backhand Hoist." This development, a boon to the profession, now permits our garbagemen all over the country to dump their cans with one arm, leaving the other free to ward off vicious dogs and children.

Member #43—Garbageman Lester "Earplugs" Rancid, of Tulsa, Oklahoma, who captured The National Noise Record in 1939 when he woke up every member of every family in 235 consecutive homes in one morning. It was Rancid who invented the Galvanized Can Drop, now used by Garbagemen everywhere.

YOU CAN GET IT FOR YOU WHOLESALE and CHEAPER BY THE DOZEN

THE GOSSIP HALL OF FAME





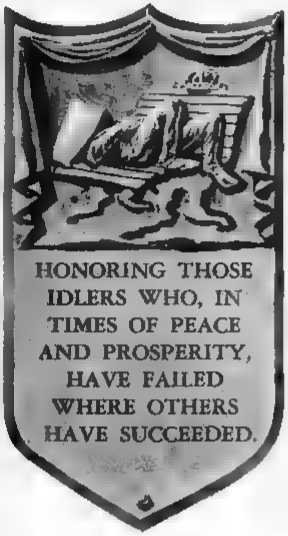
Member #7—Mrs. Claudia Culvert, of York, Pennsylvania, whose back-fence gossiping set a new record in 1951 when it resulted in a whispering campaign which broke off 12 engagements, destroyed 17 marriages, and ruined the careers of 39 young men, including that of her eldest son, Irving.

Member #31 — Miss Abigail Sternwallow, of Dwirp, Utah, who was responsible for the tragic Dwirp Disaster. On May 8, 1947, her gabbing tied up all telephone lines, preventing her fellow citizens from being warned of an impending flash flood, which subsequently drowned the whole community.

HALLS OF FAME
OF THEIR MEMBERS

THE LOAFERS' HALL OF FAME

PICTURES BY GEORGE WOODBRIDGE



Member #9—Marvin Mung, of Buffalo, N. Y. During 1945-50 postwar boom, turned down 91 offers of employment, breaking previous record set by Kermit "Drowsy" Fingate in 1920-25. Overslept 457 consecutive days in 1955-56. Is currently thinking about writing autobiography, "Lethargy and Me."

Member #11—Lethargy Mung, Buffalo, N. Y. Only person to be kicked out of a public, private, and military school in same month for class-cutting. Became youngest member elected to Loafer's Hall of Fame in '51, being only 12 at the time. Currently trying to break father's out-of-work record.

THE BIRDWATCHERS' HALL OF FAME

Member #9—Bessie Clutz, of Oakland, who was honored for heroism on May 6, 1951, when she climbed 12,000-foot Mt. Slagg to observe the mating habits of the Blue-Tonguéd Eagle. A male eagle spotted her, mistook her for his mate, and carried her off. Neither have been heard from since.

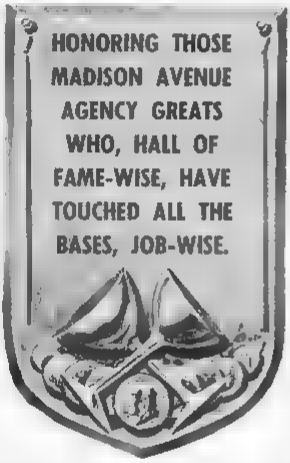
Member #57—Godfrey Lipton, of Wheeling, West Virginia. On July 15, 1954, Lipton camouflaged himself as an oak tree in an effort to better observe a large flock of Pneumatic-Beaked Virginia Woodpeckers. So realistic was his disguise that 5000 of the birds immediately pecked him to death.

THE RAILROAD HALL OF FAME

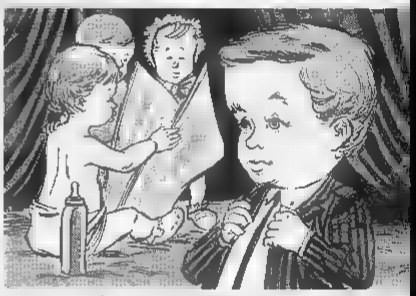
Member #17—Casey Latouche, engineer, who discovered that his Nevada Central freight train, laden with explosives, was 3 hours behind schedule. Disregarding signals, he chose a shortcut down a stretch of single track, figuring to just avoid the oncoming streamliner. He was only four minutes off.

Member #55—Otis Ott, Timetable Editor, who, in May, 1902, made railroad timetable history when he introduced the footnote. Served as roving trouble-shooter, being called in whenever a timetable became too readable. Died at the hands of an enraged mob during 1911 Chicago Commuter's Riot.

THE ADVERTISING HALL OF FAME

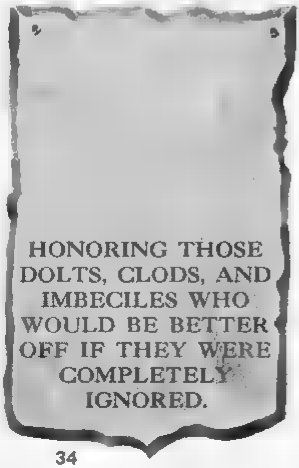


Member #5—Felix Hither, of Hither & Yon Agency. Considered greatest idea man in ad history. Developed 3-Button Suit in '36, padded expense account in '40, the triple martini in '52, multiple ulcers in '54, bankruptcy of 16 consecutive clients in '55, and a new form of suicide in 1956.



Member #34—Styles Fernleaf, copywriter for Stepp & Fetchit. Claiming consumers should be reached when young, he designed the first big ad campaign aimed solely at babies, resulting in such slogans as "The Gauze That Refreshes!", "Ask The Kid Who Wets One!" and "Don't Be Half-Chafed!"

THE IDIOTS' HALL OF FAME



Member #6—Melvin Cowznofski. Although barred from 48 states (and Alaska will be voting any moment), he now holds a high position in our country, living atop Mt. Whitney. He currently alternates as business manager of Collier's Magazine, and manufacturing Brooklyn Dodger souvenirs.

Member #1—Alfred E. Neuman, voted "Clod of the Year" four times in succession, has maintained a spectacular record of failure throughout his life. In 1929, he got his first job on Wall Street and immediately caused the crash. Since 1956, he has been technical supervisor at Cape Canaveral, Fla.

BRAINS & VON BRAUN DEPT.

Announcing...

THE GREATEST MISSILE EVER BUILT

*HOME BEFORE DARK with OIL FOR THE LAMPS OF CHINA

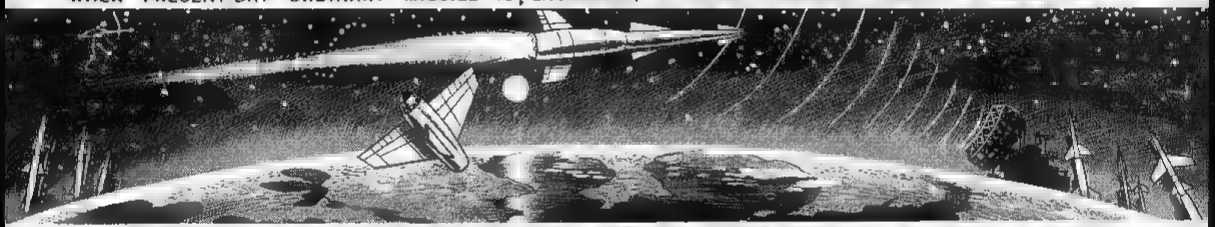
With this article, MAD scoops all other leading scientific publications and lifts the veil of secrecy on a fantastic new missile now being readied for its final test. (Unfortunately, we are not at liberty to reveal which nation has this ultimate weapon, but that sort of adds to the excitement!)

PICTURES BY WALLACE WOOD

WHY THIS MISSILE WAS DEVELOPED

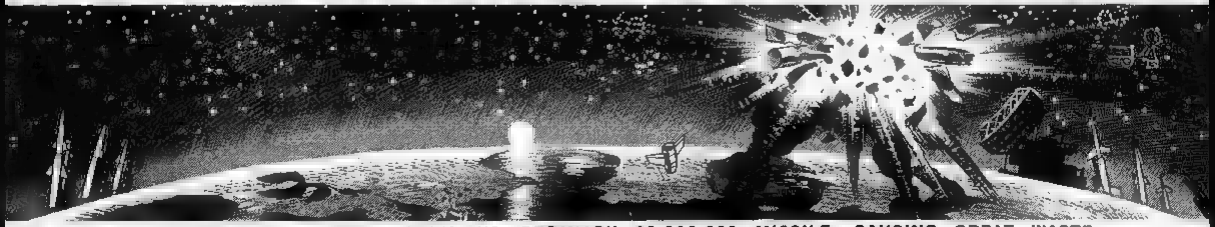
Pictures of present day ordinary missiles show need for new approach

WHEN PRESENT-DAY ORDINARY MISSILE IS LAUNCHED, IT FLIES THROUGH EARTH'S ATMOSPHERE



IN ATMOSPHERE, ORDINARY MISSILE IS EASILY DETECTED ELECTRONICALLY BY ENEMY DEFENSES

ONCE IT IS DETECTED, ENEMY DEFENSES IMMEDIATELY LAUNCH SPECIAL INTERCEPTOR MISSILE



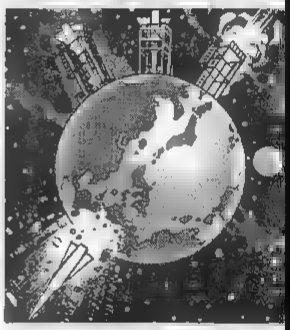
ENEMY INTERCEPTOR MISSILE BLOWS UP ORDINARY $3,000,000 MISSILE, CAUSING GREAT WASTE

THEREFORE, SCIENCE WAS FACED WITH PROBLEM OF DEVELOPING UNDETECTABLE MISSILE! FOR SUCCESSFUL RESULTS, TURN PAGE:

GREATEST MISSILE EVER BUILT BLASTS RIGHT CLEAR THROUGH THE EARTH!

SIMPLY AIM IT ANYWHERE!

The Inner Space Guided Missile simplicity itself. All that necessary is decide upon the country you want to blow off the face the Earth, calculate the aim, and fire!



THE PERFECT GUIDED MISSILE

IT'S UNDETECTABLE, UNPREDICTABLE, AND IMPOSSIBLE TO DEFEND AGAINST!

(DON'T YOU WISH YOU KNEW WHO HAS IT?—CHUCKLE!)

Every time a big new movie comes out these days, we read about how many millions of dollars were spent making it. Seems like if Hollywood can't convince us that "movies are *better* than ever!", they can at least try to impress us with the fact that "*making* movies is more *expensive* than ever!" Unfortunately, the only thing that impresses us about this fact is that, in order to pay for its fantastic cost, each big new movie that comes out has got to pack in a huge paying audience. And in order to pack in a huge paying audience, the movie has got to appeal to all types of people. Naturally, this is almost impossible! But it doesn't worry Hollywood. Because they can always effectively publicize that big new movie by using these . . .

MOVIE POSTERS

FOR PACKING IN EVERY TYPE OF AUDIENCE

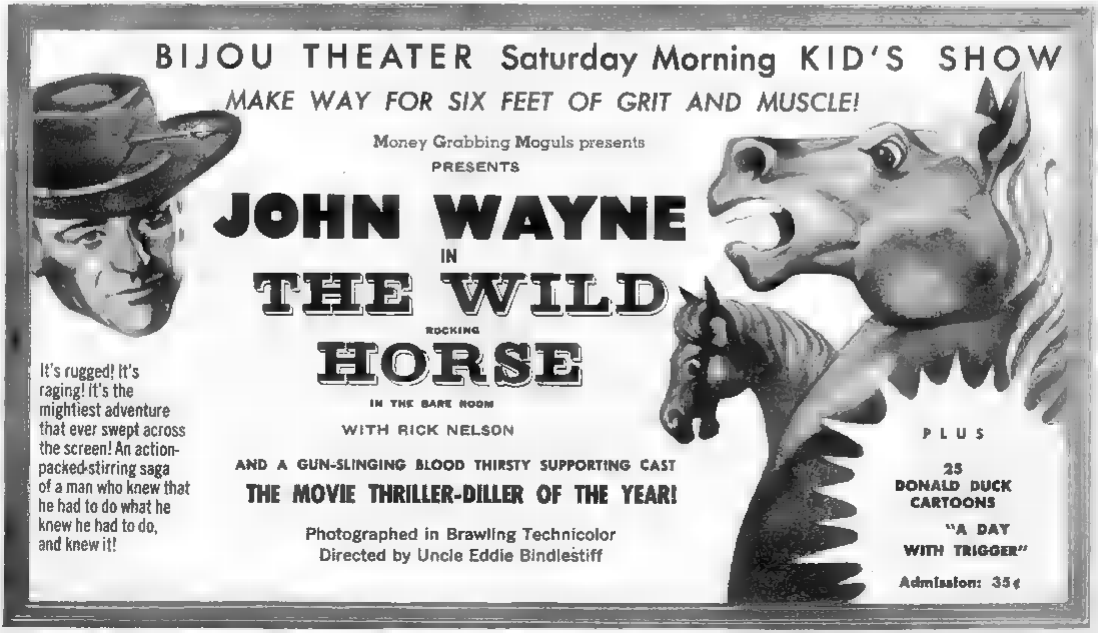
PICTURES BY BOB CLARKE

HERE IS THE MOVIE POSTER USED AT THE WORLD PREMIERE

HERE ARE MOVIE POSTERS USED FOR

For Soldiers...

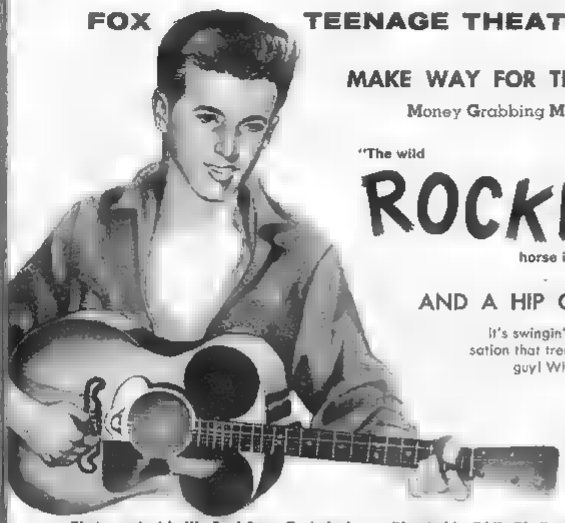
For Small Fry...



★★THE MAN IN THE GRAY FLANNEL SUIT with THE SEVEN YEAR ITCH

PACKING IN EVERY TYPE AUDIENCE

For Teenagers...



FOX TEENAGE THEATER *NOW JUMPING*

MAKE WAY FOR THAT ROCK 'N ROLL WONDER BOY!

Money Grabbing Moguls presents

"The wild

ROCKING WITH **RICKY NELSON**

horse in the bare room"

AND A HIP COOL CRAZY SUPPORTING CAST

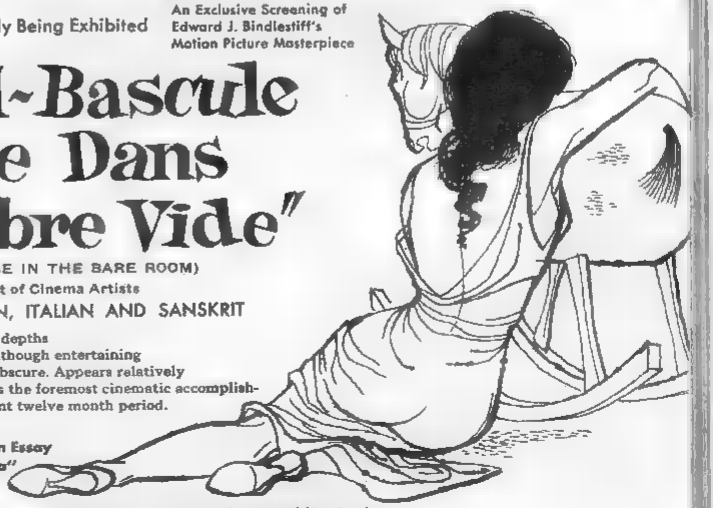
It's swingin'! It's shakin'! It's the super skyrocketing sensation that trembles to today's teenage tempo! What a great guy! What a great show! What a great balcony!

THE MOVIE SWOONFEST OF THE YEAR!

ROCK N' ROLL SONGFEST
ELVIS IN EUROPE
ADMISSION:
Orchestra—90¢
Loges—$1.25
BALCONY—$2.50

Photographed in Hip Cool Crazy Techalcolor Directed by Eddie Bindlestiff (The 16-year-old boy genius)

For Highbrows...



THE ART CINEMA Currently Being Exhibited

An Exclusive Screening of Edward J. Bindlestiff's Motion Picture Masterpiece

"Le Cheval-Bascule Sauvage Dans La Chambre Vide"

(THE WILD ROCKING HORSE IN THE BARE ROOM)

With A Celebrated Cast of Cinema Artists

SUBTITLES IN FRENCH, GERMAN, ITALIAN AND SANSKRIT

A motion picture that probes the unfathomable depths of human emotion in a manner which, although entertaining is also enduring, profound, and obscure. Appears relatively certain to be acclaimed as the foremost cinematic accomplishment of the current twelve month period.

ALSO ON OUR SCREEN
"Picasso's Fingernails"—A Film Essay
"Group Therapy in New Guinea"

In our Lounge: Espresso Coffee served at exorbitant prices
In our Lobby: Twenty-five finger paintings by Rhesus Monkeys
Entrance Requirements: A sum of two dollars and fifty cents for each intellectual spectator

**THE FARMER'S DAUGHTER and DEATH OF A SALESMAN

BOB

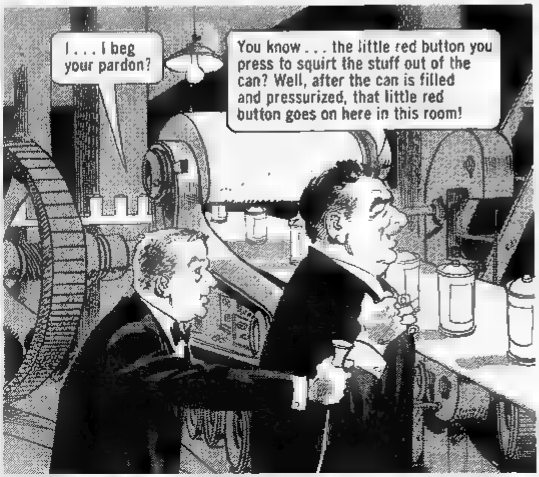
BOB AND RAY DEPT.

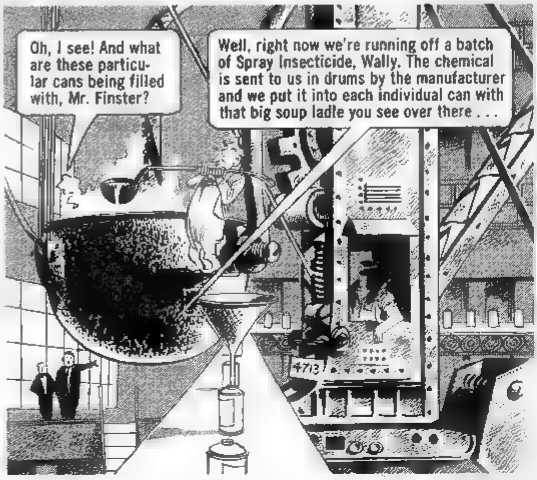
Noting the recent trend on the part of manufacturers to put their new products, no matter what they may be, into Push-Button Pressure Cans, MAD assigned Bob & Ray's ace roving correspondent, Wally Ballew, to investigate the behind-the-scenes story of this new packaging fad. So let's go out to the Blasst Pressure Can Company in Rumney, Vermont, for an educational, on-the-spot interview, as Mr. Ballew presents his

RAY

PRESSURE CAN REPORT

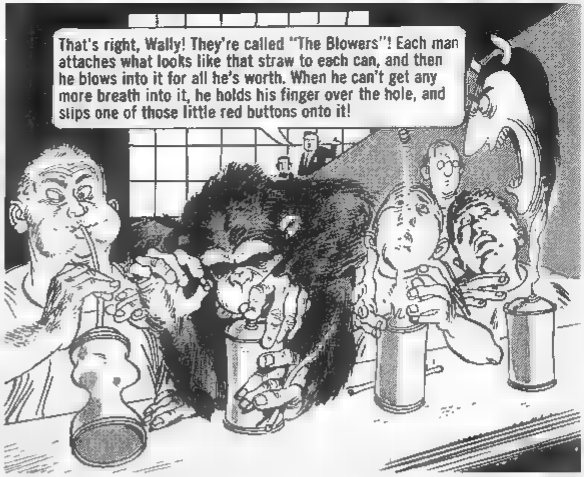
PICTURES BY MORT DRUCKER

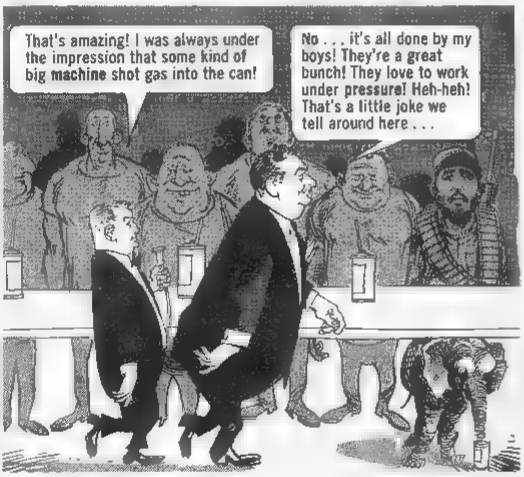


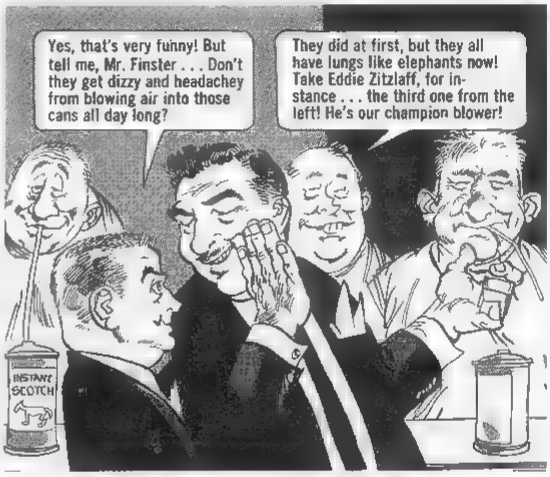


**THREE COINS IN THE FOUNTAIN—UNDERWATER

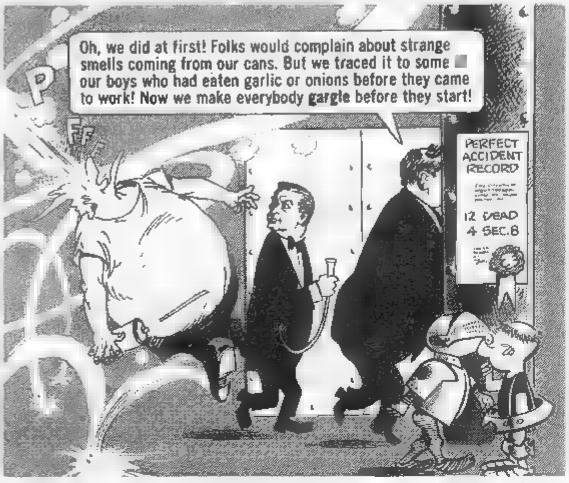
Then the top is screwed onto the can, and it goes over there to the compression department . . .
You mean where those hundred or so men are lined up, working . . .

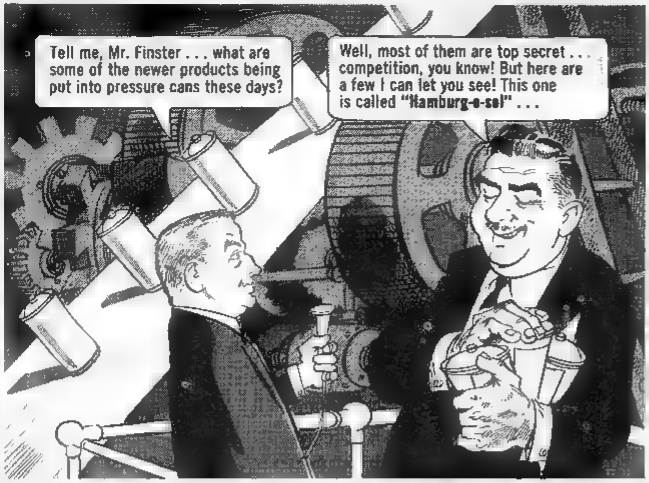

That's right, Wally! They're called "The Blowers"! Each man attaches what looks like that straw to each can, and then he blows into it for all he's worth. When he can't get any more breath into it, he holds his finger over the hole, and slips one of those little red buttons onto it!

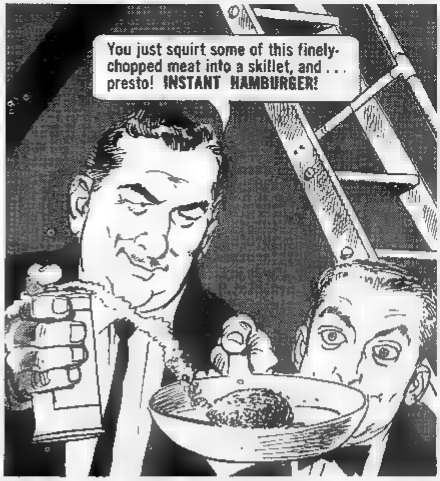

That's amazing! I was always under the impression that some kind of big machine shot gas into the can!
No . . . it's all done by my boys! They're a great bunch! They love to work under pressure! Heh-heh! That's a little joke we tell around here . . .

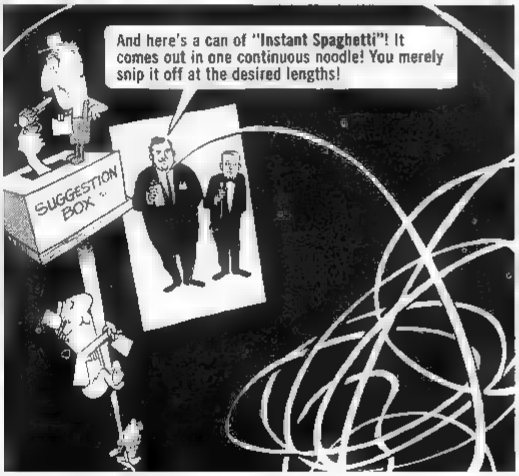

Yes, that's very funny! But tell me, Mr. Finster . . . Don't they get dizzy and headachey from blowing air into those cans all day long?
They did at first, but they all have lungs like elephants now! Take Eddie Zitzlaff, for instance . . . the third one from the left! He's our champion blower!
INSTANT SCOTCH

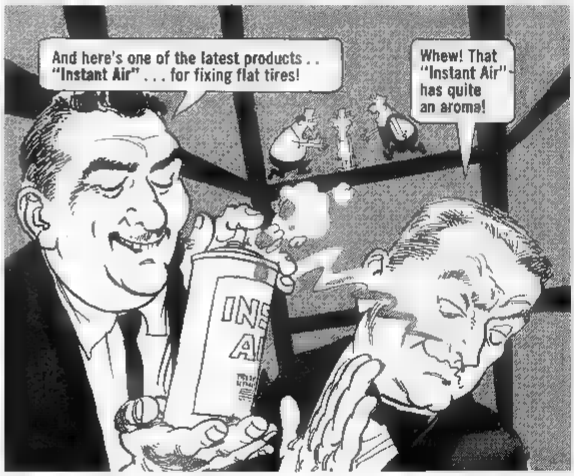
On his day off, he blows up Navy blimps . . . just to keep in trim!
I see! Do you ever get any complaints on your pressure cans from consumers, Mr. Finster?

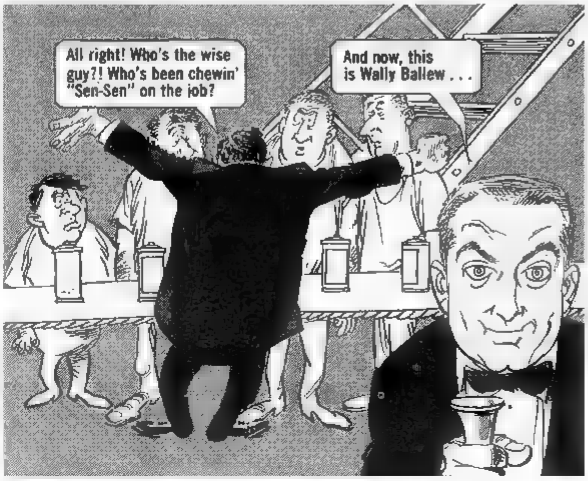

Oh, we did at first! Folks would complain about strange smells coming from our cans. But we traced it to some our boys who had eaten garlic or onions before they came to work! Now we make everybody gargle before they start!
PERFECT ACCIDENT RECORD
12 DEAD
4 SEC.8


Tell me, Mr. Finster . . . what are some of the newer products being put into pressure cans these days?
Well, most of them are top secret . . . competition, you know! But here are a few I can let you see! This one is called "Hamburg-o-sol" . . .


You just squirt some of this finely-chopped meat into a skillet, and . . . presto! INSTANT HAMBURGER!


And here's a can of "Instant Spaghetti"! It comes out in one continuous noodle! You merely snip it off at the desired lengths!
SUGGESTION BOX


And here's one of the latest products . . "Instant Air" . . . for fixing flat tires!
Whew! That "Instant Air" has quite an aroma!

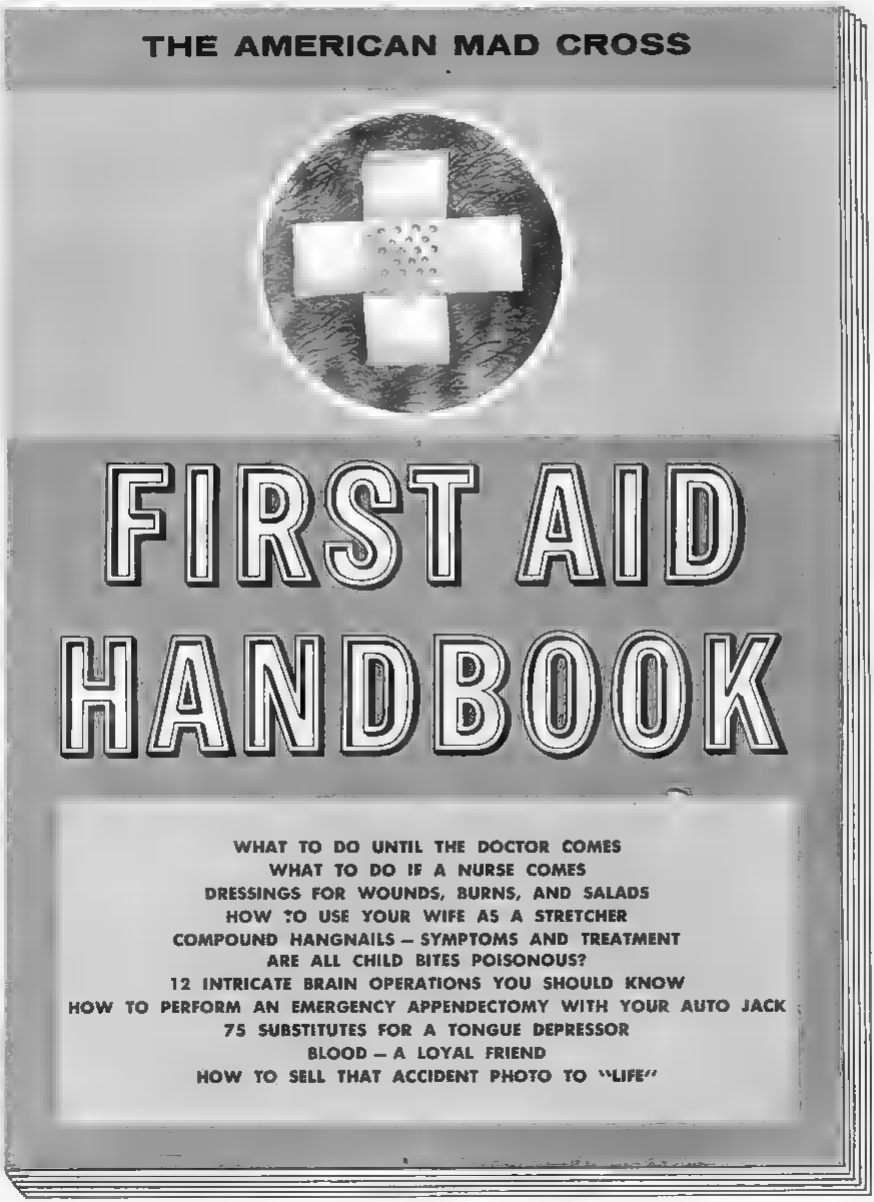

All right! Who's the wise guy?! Who's been chewin' "Sen-Sen" on the job?
And now, this is Wally Ballew . . .

Pack up your things, and . . . blow!
. . . sending it back to MAD Magazine in New York!
LARGE SIZE EN SEN 9.25

ONE GOOD TOURNIQUET DESERVES ANOTHER DEPT.

Emergencies can occur unexpectedly, at any moment. Are you prepared for them? Do you know what to do when you find someone who has been injured in an auto accident? Do you know what to do when you find someone who has passed out from sunstroke? Do you know what to do when you find someone who has become deathly ill from reading this magazine? If your answer to these questions is "No!", then don't expect any help at all from . . .

PICTURES BY WALLACE WOOD



To fully appreciate this handbook, turn magazine sideways. To appreciate it even more, get into the spirit by leaving the magazine upright and assuming the prone position, as you'll be sick when you're finished, anyway!

THE FIRST AID KIT

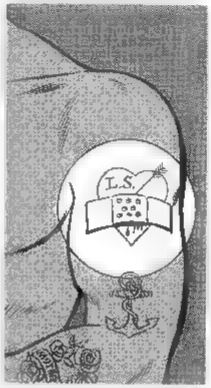
Every First Aider should have a First Aid Kit, plainly marked so he can use it to get right up front at the scene of an accident. You can buy such kits from local drugstores, but these are usually badly packed, poorly equipped, and smell like a hospital. The American Mad Cross First Aid Kit, however, is nicely packed, well equipped, and smells like a brewery, mainly because we swiped it from there.

STERILE GAUZE PADS
GERM-LADEN GAUZE PADS
MOUTHWASH
EYEWASH
HOGWASH
SCISSORS
SCALPEL
SAW
HAMMER
UNGUENTINE
OVALTINE
BRILLIANTINE
SINKERS
HOOKS
BANDAGE ROLL
PIANO ROLL
JELLY ROLL
TONGUE DEPRESSOR
TONGUE ELATOR
TONGUE TWISTER
TONGUE SANDWICH
TWEEZER
TWEEZER SQUEEZER
TWEEZER SQUEEZER SIEZER
ASPIRIN

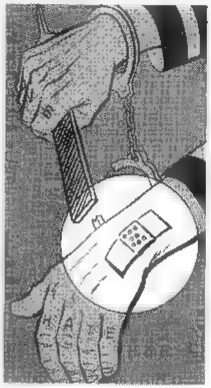
TYPES OF BANDAGES

The First Aider uses bandages to hold dressings and splints firmly in place, to provide a clean protective covering for the affected part, and mainly to show the world that the First Aider has been at work. Every part of the body requires its own specific bandage.

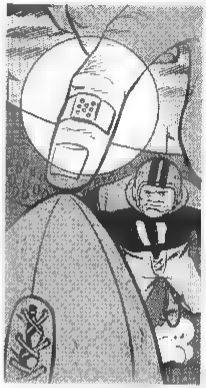
The Arm Bandage



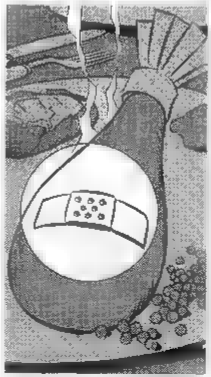
The Wrist Bandage



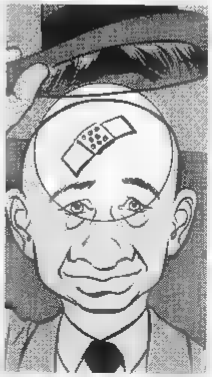
The Finger Bandage



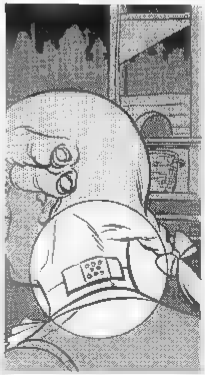
The Leg Bandage



The Head Bandage



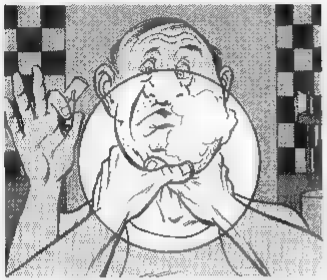
The Neck Bandage



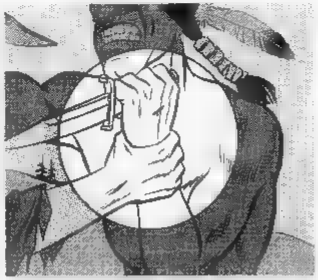
HOW TO STOP BLEEDING

Use of Pressure Points

In the event that bandages are ineffective, bleeding may be stopped by strong finger pressure on the main artery supplying blood to the wounded part. There are 22 such pressure points on the human body, and it is important for the First Aider to know where they all are.

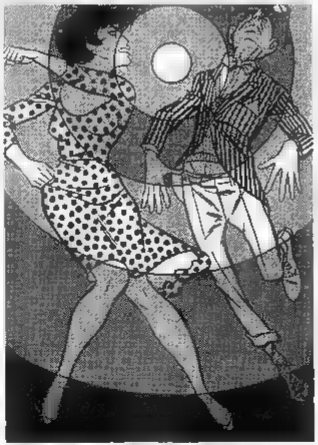


First Aider places his hand on proper pressure point, stops blood flow from victim's head.



First Aider places his hand on proper pressure point, stops blood flow from victim's arm.

First Aider places his hand on proper pressure point, stops blood flow from victim's leg.

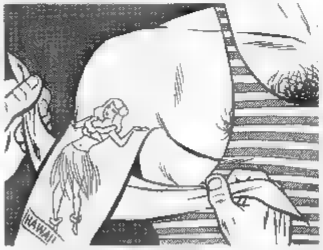


First Aider places his hand on improper pressure point, stops hard slap from victim's hand.

HOW TO STOP SEVERE BLEEDING

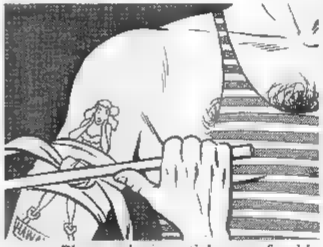
Use of the Tourniquet

In cases of severe bleeding, such as after you've tried an improper pressure point, use of a tourniquet may be necessary. The tourniquet should be made and applied with extreme caution, as shown below...

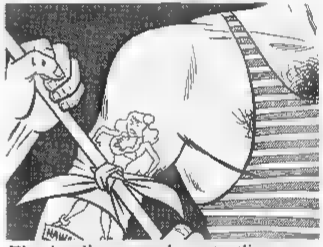


Take length of folded cloth or belt, and wrap around the arm.

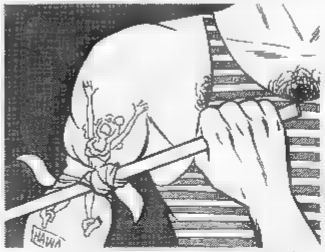
Tie ordinary overhand sheetbend half-hitch knot, leaving slack.



Place short stick, preferably teakwood or mahogany, on knot.



Tie bowline stevedore tautline knot around stick and tighten.



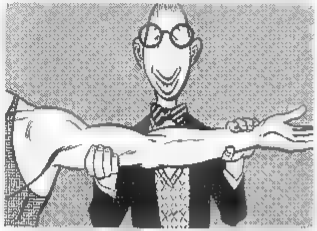
Keep turning stick until flow of blood has stopped or . . . ulp!

Quickly untie whole tourniquet! You've put it on the wrong arm!

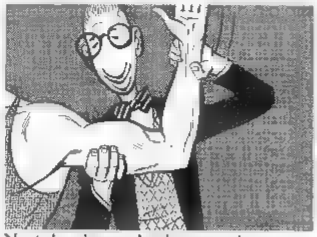
**THE MAN WITH THE GOLDEN ARM and PINKY

FRACTURES

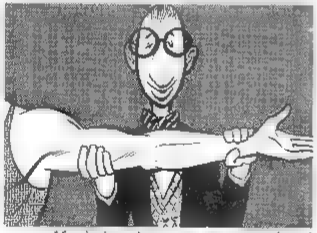
Fractures can be unpleasant, especially for the person who has one, if you don't know what you're doing. However, they offer the First Aider a chance to shine. Don't be alarmed if you find someone with a fracture. Remember, a bad break for him means a good one for you.



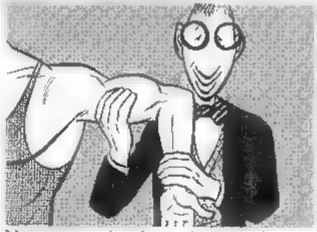
To determine if victim's arm is fractured, first hold arm out in straight position as shown above.



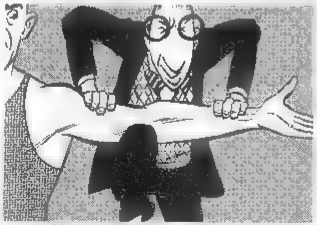
Next, bend arm slowly upward so that it forms a 90 degree angle with original straight position.



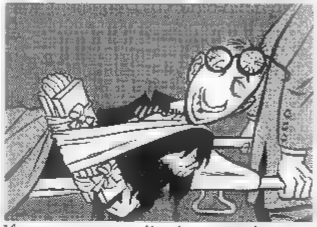
If victim does not scream, bend arm slowly back to the original straight position for next step.



Next, start to bend arm downward until it again forms a 90 degree angle with the original position.



If arm does not move easily into final downward position, force it until you hear a sharp crack.



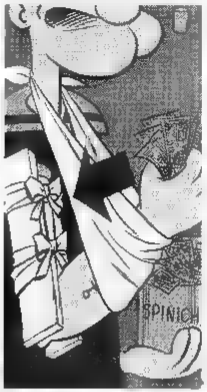
If arm moves easily, it means it was fractured to begin with. In any case, it now needs splinting.

SPLINTS

Once it has been determined that a fracture (or fractures) exists, it is essential for the First Aider to immediately immobilize the limbs surrounding the broken bones. This is accomplished by applying splints to the involved areas. Below are some involved splints.

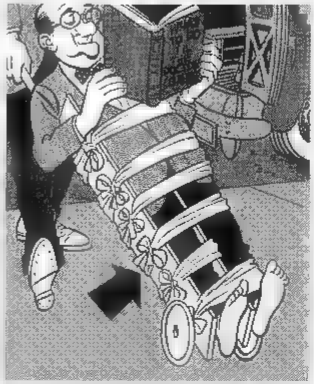
FINGER SPLINT

ARM SPLINT

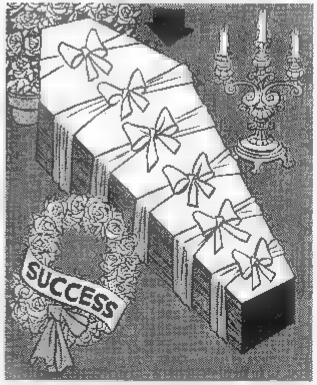


LEG SPLINT

THIGH SPLINT



BODY SPLINT



ACCIDENT FIRST AID

Once a First Aider learns, he must practice his training as often as possible. He is sure to get this practice if he is the first person at the scene of an accident. He can be sure of being the first person at the scene of an accident if he is the one that causes it.

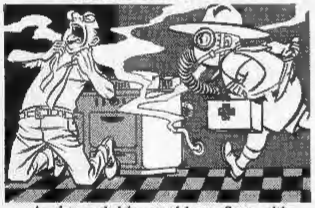
ABRASION

Abrasion is always good accident first aid. Try using sandpaper to rub off electrical insulation.

INCISION

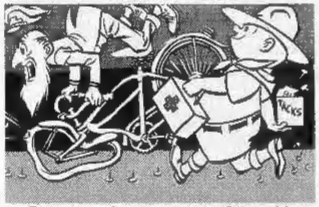
Incision is another very common accident first aid. Try cutting the top cellar step with a saw.

LACERATION



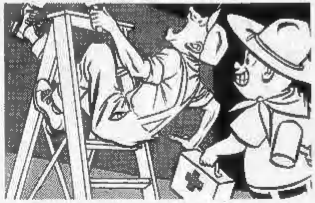
A dependable accident first aid, laceration of pipes leading to the gas stove can be effective.

PUNCTURE



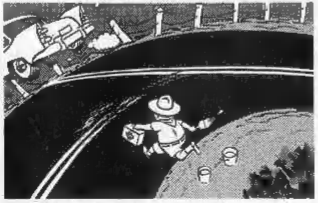
Puncture is a proven first aid for accidents. Proper placement of nails and tacks gets results.

FRACTURE



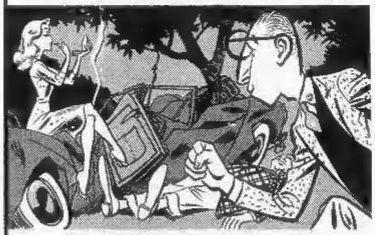
Fracture, an accident first aid that's difficult to trace, can be used on top rungs of ladders.

DISLOCATION



Dislocation is an excellent aid to accidents. Find a sharp turn and dislocate double white line.

WHAT TO DO AT AN ACCIDENT



You discover that a car has gone through a guard rail. You note 2 victims. If you decide that you are capable of rendering first aid, begin treatment immediately.

First make sure victim is alive. Do this by checking his pulse. Remove victim's wristwatch and time his pulsebeat. Then, place his wristwatch in your pocket.

Next, make sure victim is comfortable by removing all objects from his pockets which prevent him from resting easily . . . like wallet, money clip, loose change.

Since man is suffering from minor brain concussion and simple multiple fractures of all limbs, while woman is suffering from a shock, you must treat her first.

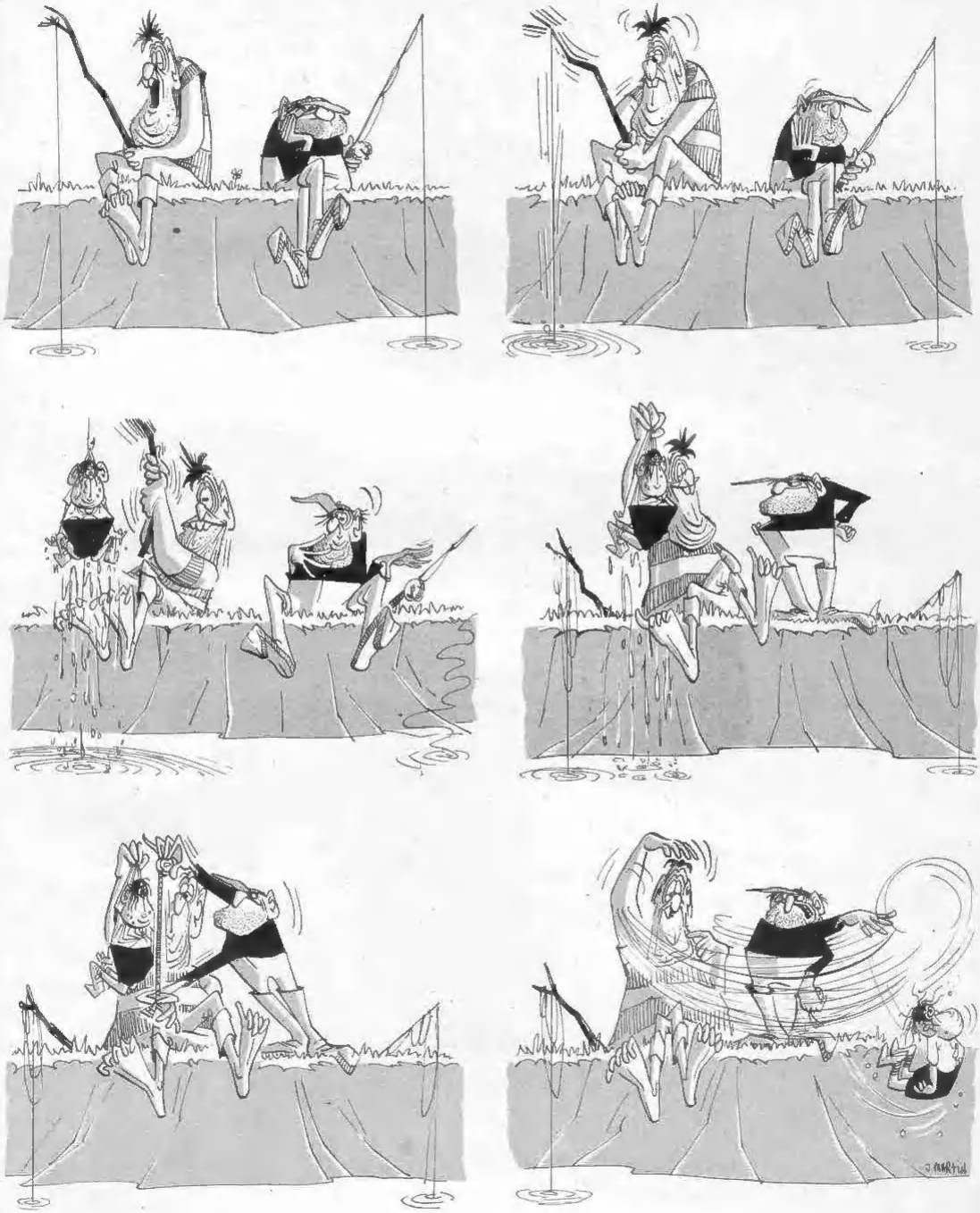
Persons suffering shock should be treated gently and kept warm. Immediately find an article of clothing to put around her, and begin treatment to warm her up.

Once she is warmed up, she may need further attention. As this is impossible at the scene of an accident, transport her to place where such care is easily given.

DON MARTIN DEPT. PART II

MAD's maddest artist, Don Martin, who firmly believes in protecting America's Wild Life (mainly because it's the only life he knows) now relates the tale of . . .

THE FISHERMEN



**MR. PEABODY AND THE MERMAID and THERE MUST BE A WAY

THEY'LL LAUGH WHEN YOU SIT DOWN TO PLAY

MUSICALLY MAD

RCA VICTOR'S BRAND NEW HI-FI LP ALBUM

(Especially if you haven't got a phonograph!)

YES, MAD, THE MAGAZINE THAT BROUGHT A "NEW LOOK" TO THE PUBLISHING INDUSTRY, NOW BRINGS THAT SAME "LOOK" TO THE RECORD INDUSTRY . . . MAINLY THAT LOOK OF HORROR! . . . WITH

MUSICALLY MAD

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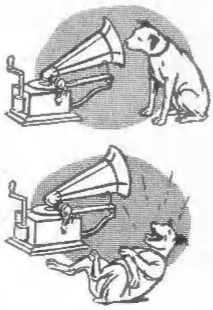

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